

Asia	Stocks	15	Interest	Rs 2500	Portugal	For 65
Belgium	Stocks	16	Interest	Rs 1500	S. Africa	For 60
Canada	Stocks	17	Interest	Rs 1500	Singapore	For 60
Caribbean	Stocks	18	Interest	Rs 500	Per 65	
Central America	Stocks	19	Interest	Rs 500	Per 65	
Denmark	Stocks	20	Interest	Rs 500	Per 65	
Finland	Stocks	21	Interest	Rs 500	Per 65	
France	Stocks	22	Interest	Rs 500	Per 65	
Germany	Stocks	23	Interest	Rs 500	Per 65	
Hong Kong	Stocks	24	Interest	Rs 500	Per 65	
Iceland	Stocks	25	Interest	Rs 500	Per 65	
Ireland	Stocks	26	Interest	Rs 500	Per 65	
Italy	Stocks	27	Interest	Rs 500	Per 65	
Japan	Stocks	28	Interest	Rs 500	Per 65	
Malta	Stocks	29	Interest	Rs 500	Per 65	
Monaco	Stocks	30	Interest	Rs 500	Per 65	
Norway	Stocks	31	Interest	Rs 500	Per 65	
Portugal	Stocks	32	Interest	Rs 500	Per 65	
Spain	Stocks	33	Interest	Rs 500	Per 65	
Sweden	Stocks	34	Interest	Rs 500	Per 65	
Switzerland	Stocks	35	Interest	Rs 500	Per 65	
United Kingdom	Stocks	36	Interest	Rs 500	Per 65	
United States	Stocks	37	Interest	Rs 500	Per 65	
Yugoslavia	Stocks	38	Interest	Rs 500	Per 65	

# FINANCIAL TIMES

EUROPE'S BUSINESS NEWSPAPER

Wednesday September 28 1983

No. 29,131



Crisis in French newspaper industry, Page 3

## NEWS SUMMARY

### GENERAL

#### Syrians in Lebanon artillery clash

Palestinian guerrillas exchanged fire with Syrian forces at the Beddawi refugee camp in north Lebanon, after a Palestinian clash in which up to 17 guerrillas were reported killed.

On the second day of the cease fire, the Lebanese army exchanged fire with gunmen in the south-east outskirts of Beirut. An Italian paratrooper was injured in the crossfire.

Efforts to form a military committee from the Lebanese army and belligerent groups to arrange for the appointment of hundreds of UN observers ran into difficulties. Page 18

#### Jet 'black box' found

Japanese radio quoted government sources as saying that US ships had located the "black box" flight data recorder of the South Korean jet shot down on September 1 by Soviet fighters 700 metres below the surface of the sea of southern Sakhalin. High water pressure presented problems in raising it.

#### Nicaragua accuses

Rebels based in Honduras seized the Nicaraguan border town El Espino, after stiff fighting. Nicaragua's Foreign Ministry accused Honduras Army artillery of backing the attack. Page 4

#### Zhao-Reagan hopes

Chinese Premier Zhao Ziyang said he hoped he could exchange visits with US President Ronald Reagan next spring. Page 39

#### Iran's 'secret killings'

The human rights group Amnesty International said that executions in Iran were considerably higher than the 5,000 officially announced, and that Iran was secretly executing and torturing political prisoners. Page 6

#### Bavaria border move

Bavarian authorities said that East German army engineers had begun to dismantle shrapnel weapons mounted at the border to discourage escapes to the west. Page 18

#### Appeal to Hillary

Republic of Ireland Government and opposition leaders have appealed to the President, Dr Patrick Hillary, to seek re-election for a second seven-year term in November. Page 19

#### Corsica party ban

France banned Corsican political party, the Council of National Committees, two weeks after a top civil official was murdered on the island. Page 19

#### Indian riot afloat

Hundreds of troops were airlifted to the southern Indian city Hyderabad, where deaths in Hindu-Muslim knife fights reached 46. Page 20

#### Koreans canonised

A Vatican committee approved the canonisation of 93 Koreans and 10 French martyred in Korea more than 100 years ago. Page 20

#### Wife's hunger strike

Ukrainian Jew Anna Elbert says she has been on hunger strike for more than three weeks. She claims her husband Lev was wrongly jailed on drug charges because they wanted to migrate to Israel. Page 19

#### Briefly...

Zernatt: Climbing deaths on Swiss peak the Matterhorn this year reached a record 18, with an American the latest victim. Page 19

### BUSINESS

#### Jaguar managers hope for buy-out

SENIOR executives of Jaguar, British Leyland's luxury car subsidiary, want to buy the company if the UK Government agrees to its being sold off from the state group. They have been seeking finance in the City of London. Page 18

• LONDON: FT Industrial Ordinary index fell 8.5 to 694. Government securities showed small falls. Report, FT Share Information Service, Page 33

• WALL STREET: Dow Jones index closed 12.80 down at 1247.37. Report, full share listings, Pages 30-32

• TOKYO: Nikkei Dow index advanced 68.37 to a record 9414.5. Stock Exchange index was 2.15 up at 602.62. Page 29. Leading prices, other exchanges, Page 32

• DOLLAR: rose to DM 2.5056 (DM 2.6445), FF 8.0425 (FFr 8.0175), and Y223.05 (Y237.7), but eased to Swf 2.1405 (Swf 2.1225). Its Bank of England trade-weighted index rose from 127.4 to 127.8. In New York, it closed at DM 2.6386, Swf 2.131, Y237.25 and FF 8.02. Page 33

• STERLING fell 65 points to \$1.4975, and to DM 3.9725 (DM 3.98), FFr 12.045 (FFr 12.055), Swf 2.21 (Swf 2.225) and Y337.75 (Y337.5). Its trade weighting fell from 127.4 to 127.8. In New York, it closed at \$1.4865, Page 39

• D-MARK closed at a record level against the French franc, DM 32.955 per FFr 100, from DM 33.005. Page 39

• GOLD fell \$3 to \$412.625 in London, by \$2.25 in Frankfurt to \$412.25, and by \$2.75 in Zurich to \$412.5. The New York September Comex settlement price was \$413.9 against \$415.5. Page 33

• FRANCE has accepted that BL's Acclaim car, assembled at Cowley, is European and not subject to restraints put on Japanese imports. Page 6

• WEST GERMAN Cartel Office is to study plans for Texaco to take over the petrol distribution interests of Chevron, the Standard Oil of California subsidiary in West Germany. Page 18

• FRANCE's Atomic Energy Agency is favourite to take a stake in nuclear reactor company Framatome as part of a rescue for the Creusot Loire group. Page 18

• COMPANIES

• SANTA FE Industries and Southern Pacific, U.S. railway and natural resources companies, are planning to merge, with assets of about \$15bn. Page 19

• IMPERIAL Chemical Industries has told the UK Government it is interested in spending £40m (£60m) on converting a power station on Teesside from oil to coal and is seeking a grant of a quarter of the cost. Page 8

• BROKEN HILL Proprietary, Australia's largest company, announced first-quarter profits 50.3 per cent up at A\$123.3 (\$108.7), due to a turn-round in its steel division and higher oil and gas profits. Page 22

• NIMSLO, the U.S. photographic system developer, reported first-half pre-tax losses 24 per cent up at \$11.8m. Lex. Page 18; Details, Page 22

• AMERICAN EXPRESS, the financial services group, has made a new \$73m cash and stock bid for Allegheny Corporation's Investors Diversified Services. Page 18

• USINOR, one of France's two state-owned steel groups, expects to lose over FF 4bn (\$500m) this year. Page 18

• RENAULT, the French state car group, is to help fund its FF 9.5bn (\$1.15bn) investment programme by issuing non-voting loan stock. Page 19

• U.K. defence: Heseltine's

£16bn challenge . . . 18

• UK defence: Heseltine's

£16bn challenge . . . 18

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• UK defence: Heseltine's

## EUROPEAN NEWS

## Craxi prepares ground for tough measures

BY JAMES BUXTON IN ROME

SIG BETTINO CRAXI, Italy's first Socialist Prime Minister, yesterday warned his party's MPs that they must vote for unpopular measures if the Government is to achieve its difficult economic goals.

The Cabinet should approve tomorrow the outline of the 1984 budget, which must by law be presented to Parliament by September 30. But even at this late stage it is not clear how the Government intends to make the big reductions in overall spending and inflation which it has promised.

The lack of actual economic measures from the two-month-

old Government — with the exception of two significant but strongly contested decrees on pensions — has already caused dismay in financial markets. The Milan stock exchange has fallen steadily this month, as the market waits to see what the Government is actually going to do.

Sig Craxi said yesterday that the public sector deficit next year would reach L120,000m (£20.5bn) if nothing were done, "higher than that of any other Westernised country."

A deficit of L130,000m would mean a PSBR representing 21

per cent of GDP. It is now accepted that there is no chance of getting the deficit for this year down below L80,000m (17 per cent of GDP) against an original target of L71,000m.

But the Government's programme entails reducing the deficit to about L60,000m, which it also intends to cut inflation from its current rate of about 12.5 per cent to an average of 10 per cent in 1984.

To reduce the deficit, the Government's broad intention is to give about L10,000m by higher taxes and charges, about L20,000m from spending cuts, and to make up the rest from

reduced interest payments on government debt thanks to the prospective fall in interest rates and by means of financial operations by the Treasury.

In the past few days it has

discussed a variety of possible

cuts in health and social

security spending with the

Minister of Labour, but has received a

strongly negative response. Sig

Costante Degan, the Minister

of Health, has proposed making

people pay for health services

according to their income, ex-

cluding those with incomes of

up to £5m (about £2,000) a

year. People with incomes of

£25m or above would have to

pay the full cost.

Sig Gianni de Michelis, the Minister of Labour, is working on plans to make further cuts in pension spending, following the decree earlier this month to abolish disability pensions for those with incomes of more than L800,000 a month.

The situation is

that the Government's ideas is that

they would actually involve cuts

in spending, rather than just

higher taxation and charges, as

has almost always been the rule

in the past. But the cuts that

have been discussed would hit

at areas which are politically

sensitive, and for this reason

they will be very difficult to

impose.

## SEC wants conference on secrecy disputes

By John Wicks in Zurich

A SENIOR U.S. official yesterday suggested the holding of an international conference to solve disputes on the policing of securities markets

in the past, but would losses

mean the loss of about 2,000 of

the 16,000 shipbuilding jobs in

Bremen.

The companies have asked the

local and federal governments

to meet half of the estimated

DM 250m (£57.5m) cost involved

in the merger and restructuring

operations.

Another proposal would save

all major shipyards but would

allow the heavy job losses

to continue.

The Bremen government has

made clear there is no hope of

saving all jobs. While it is will-

ing to provide aid from its own

coffers, it is also trying to

squeeze as much as possible

from Bremen.

Ministers in Bonn added fuel

to the recent electioneering fire

in Bremen by accusing the local

government of mismanaging the

shipyard crisis.

Comt. Otto

Lambsdorff, the Economics

Minister, strongly attacked Herr

Koestnick and has insisted on

victory at Sunday's local poll.

Before the election, many

shipyard workers were calling

for the return of Herr

Koestnick, the governing min-

ister at the time of the

shipyard strike.

At the crack of dawn yesterday

the government's

shipyard workers struck through

the gates of AG Weser to resume

their normal working day.

But the decision to strike, the

majority of city voters turned

again to the rough diamond who

has ruled, through good times

and bad, for 16 years.

At city hall, officials are still

waiting for a report from out-

side experts who are examining

alternative plans for the future

of the local shipyards.

The plans involve shipyard

mergers and a sharp reduction

in jobs, but differ in where the

heaviest blows will fall.

A Bremen official said that the

experts' report on the feasibility

of a Swiss-style tax evasion

by the Swiss-based com-

modities trader Marc Rich

AG.

One possible way out of the

Marc Rich impasse, Mr

Fedders suggested, might be

to get the Swiss to apply the

concept of "a quiescence by

conduct" under which a

decision to invest in or

operate on U.S. markets from

abroad would be seen as

as showing an explicit intention

to waive normally applicable

secrecy provisions.

## Greece seeks names of Swiss bank clients

By Andriana Ierodiakonou in Athens

GREECE HAS asked the French Government to be allowed to look at the secret Swiss bank client lists in its possession in the hope that these may reveal the names of illicit Greek depositors, a Government spokesman announced in Athens yesterday.

The request is part of current demands by the Socialist Government of Dr Andreas Papandreou against economic corruption.

The flight of capital through clandestine accounts abroad has been a chronic problem of the Greek economy.

David Marsh adds from Paris: The French Government is likely to be embarrassed by the request from Athens. Officials at the Budget Ministry, which deals with customs matters and has masterminded investigations into French capital flight, were yesterday disinclined to take the Greek move seriously.

Westerners had to exchange at the border was tripled by East Germany in 1980 to DM 25 (26.25) per day and exemptions for children and retired people were ended.

It led to a 40 per cent drop in the number of West Berliners

and West Germans, especially

the elderly, who were able to

visit East Germany. Bonn has

repeatedly insisted that East

Germany would have to reduce

the exchange requirement

before their relations could

improve.

The Inner German Relations

Ministry in Bonn said the latest

East German step was not an

adequate basis for a further

Government guarantee loan to

East Germany. West German

banks last June granted East

Germany a DM 1bn loan,

guaranteed by Bonn, which was

used to repay debts to Western

banks. These are estimated to

be between \$300 and \$400m this

year.

East Germany is said by

Western bankers to be greatly

interested in more financial help

this year, so that some additional moves to improve access to

East Germany for Westerners are expected.

FINANCIAL TIMES, USPS No. 190640, published daily except Sundays and

U.S. subscription rates

\$420.00 per annum. Second class postage paid at New York NY and at

additional mailing offices. POST-

MASTER and ADDRESS CHANGES TO

FINANCIAL TIMES, 75 Rockefeller

Pkwy, NY, NY 10113.

## Poll excitement in Bremen gives way to shipyard gloom

BY JOHN CAVES IN FRANKFURT

THE EXCITEMENT of electioneering and dockside protests is over in the West German port city of Bremen. The bleak reality of the shipyard crisis remains, with job losses looming.

At the crack of dawn yesterday the day workers streamed through the gates of AG Weser to resume their normal working day, after ending a defiant week-long sit-in at the shipyard. Politicians, fresh from victory at Sunday's local poll, began bracing themselves for the next stage in efforts to save as much as possible from the ruins of uneconomic local shipbuilding.

Before the election, many shipyard workers were calling for the return of Herr

Koestnick, the governing minister at the time of the shipyard strike.

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## EUROPEAN NEWS

## CDU sharpshooter takes aim at Left's position on missiles

BY JAMES BUCHAN IN BONN

**HERR HEINER GEISLER**, the general secretary of West Germany's ruling Christian Democrat (CDU) party, looks a little like an actor Lee Marvin. He is currently in the front line of the country's debate about deployment of new nuclear missiles, and his arguments are the rhetorical equivalent of a six-gun.

Herr Geissler is happy on the political frontier, muddling those messy but necessary tasks that the good citizens of the township, such as Chancellor Helmut Kohl, the CDU chairman, prefer not to hear about. Occasionally, when taxed with breaching West Germany's rather small-town standards of political decency, Herr Geissler allows his gang dog features to relax into a smile: "This isn't the time for democrats to be timid and easy-going," he says.

It was Herr Geissler, the No 2 man in the CDU since 1977, who earlier this year compared the German "peace movement" against the Nato missiles with the pacifists of the 1930s. These, he said, had made Auschwitz possible.

That was a bit hard since many German pacifists perished in concentration camps, and

## Moscow presses hard for change in Bonn policy

**THE SOVIET UNION** made clear yesterday that it intends to stick to its strategy of fostering European support for its earlier disarmament proposals, rather than match the U.S. concessions laid out by President Ronald Reagan in his speech on Monday to the United Nations, writes David Buchan.

It has dismissed the Reagan proposals as "gross distortions

of the truth, known facts, demagoguery, disinformation and blatant lies."

Tass, the Soviet news agency, yesterday switched focus to West Germany, where it is said the poor showing of Christian Democrats in Hesse and Bremen regional elections were further proof of the unpopularity of the Kohl Government's support for U.S. missile deployment.

The Reagan concessions evidently do not go far enough for the Kremlin—certainly not for it to abandon its position of flat opposition to the presence of new U.S. missiles at a time when this position is gaining some support in West Germany.

Far from giving up when Chancellor Helmut Kohl and his conservative coalition won a big majority in the March general election, the Soviet leadership and media have redoubled efforts to encourage the swing in defence policy taking place in the opposition Social Democrat (SPD).

Despite further souring of the East-West climate by the

destruction of the South Korean airliner, Herr Hans-Jochen Vogel, parliamentary leader of the SPD, has now come out in favour of President Yuri Andropov's proposal that the Soviet Union cut its SS-20 missiles to the level held by Britain and France, without any new U.S. ones.

Given that it is still playing to European, in particular West German, public opinion, the Kremlin has had reluctantly to devise a strategy to limit political damage from the Korean airliner incident.

The pattern in this box now become clear. The top military brass, from Marshal Nikolai Ogarkov, the chief of staff, has moved "decidedly" out front, to explain at an annual series of news conferences the Soviet version of what happened, to justify the shooting and to make the counter-allegations of espionage against the U.S.

A second echelon of journalists, commentators, civilian party officials has been authorised to convey, amid a confusing welter of hints and retractions, the impression that the airliner shooting was the work of the military, not its political bosses. To complete their "distancing" from the incident, members of the Politburo, including even Marshal Dimitri Ustinov, the Defence Minister, have stayed silent about it publicly.

been labelled as spies and saboteurs. people likely to demonstrate against the missiles next month, Herr Geissler thinks the Government must go on the offensive.

"The arguments for defence have been lost in many circles in the country, and it's partly because the SPD did not do its duty," he said in an interview.

Herr Geissler argues that the SPD, by withdrawing from the Schmidt position and accepting, at last Friday, the Soviet argument that deployment of U.S. missiles is unnecessary because of British and French forces, is making such talk "respectable."

"Revolutions today are not made by capturing railway stations or telegraph offices but by words," he says.

He also says that the SPD's No 1 deployment is only "first stage" in pulling Germany out of Nato. While even Herr Schmidt would vigorously deny this, Herr Geissler seems to want to tax the many Germans with misgivings about deployment with a neutral brush.

It is an open question whether Herr Geissler is really helping Herr Schmidt or Herr Vogel restrain grass-roots SPD pressure to do No 2 deployment even before the negotiations are finished. Already six state parties have come out



Herr Geissler . . . happy on political frontier

against deployment, including Herr Schmidt's Hamburg, and even the conservative Berlin party needed a mighty effort from Herr Vogel on Sunday to be persuaded to wait a little before saying No. Another question is whether Herr Geissler's "intellectual civil war" as the SPD calls it, is really helping the Government prevent heat building up beneath a "hot autumn".

But Herr Geissler tends to shoot first and ask questions later.

## French newspaper readers tire of too much pride and prejudice

BY DAVID HOUSEGO IN PARIS

"WE ARE sorry, dear readers," wrote the French daily *Le Matin* in a front page editorial one morning in June when the FT was also absent from the bookstands because of a strike, "not to have been with you for 48 hours."

It added that production had been stopped by a journalists' strike in response to management plans to make drastic cost savings, including cuts in editorial staff. "We are acting in a crisis," the paper said. Not only it, but a number of other papers were in financial difficulty.

President Georges Pompidou in the early 1970s had his own simple answer to the problems of the French Press. He told a gathering of newspaper directors that France needed only four national papers: "Two in the morning and two in the evening, two for those who go by Metro and two for those who go by taxi." (M. Pompidou's friends say that he meant *Le Monde* and *Le Figaro* for the taxi travellers and *Le Parisien Libere* and *France-Soir* for those who go by Metro).

Many observers believe that M. Pompidou was fundamentally right. But a Socialist administration would be unlikely to permit a shake-out that would bring a further concentration of ownership and diminish the plurality of views.

The readership of daily papers in France has been steadily falling since the war with total circulation down to 9.3m in 1982, compared with 12.4m in 1970 and 15m in 1946. The biggest losses have been suffered by the major Paris dailies whose total circulation fell 25 per cent between 1975 and 1981, compared with a 3 per cent fall for the provincial Press.

Advertising revenue has also been sharply falling—a casualty to either television or the

dramatic growth of the weekly magazines, including serious ones like *Le Nouvel Observateur*, *Le Point* and *L'Express*. The only way that newspapers have been able to fight this trend has been to launch their own colour supplements as the conservative newspapers *Le Figaro* and *France-Soir* have done.

*Le Monde* thought of doing the same this year but a project for a colour magazine was turned down by its journal-

ist editor-in-chief.

It has lost ground in part because of two mistakes it made years ago—failing to make the switch to being a morning paper and investing heavily in printing facilities in Paris which have deprived it of the speed of delivery of its rivals who send editions by railroads to the major provincial cities. "Le Monde" suffers from the sin of pride," says another editor.

Many of the readers who left *Le Monde* have turned to *Liberation*, circulation 100,000. From being an irreverent, anarchic broadsheet, the young and offbeat *Le Monde* editor, M. Serge July, now flaunts the ambition of making it "the major morning newspaper of information." *Liberation's* sales have shot up—in the first six months of the year, its sales in the Paris region were over 40 per cent up on a year ago.

Also making gains in circulation, though far more modestly, is the potential Right wing *Le Quotidien de Paris* (75,000). M. Philippe Tesson, its owner and editor-in-chief, has no ambitions to provide a journal of record. What pleases him he says, is to bring out a paper "that gives Francois Mitterrand a pain in the stomach and makes the mediocrities around him recoil in fear."

Printed in tabloid form with arresting headlines ("Hell Gromyko" when the Soviet Foreign Minister recently arrived in Paris), M. Tesson sees his audience as the "liberal, forward-looking" Right. Sales jumped after the Socialists came to power but have since fallen.

The other major Right wing

*Le Figaro* (336,000) is unerringly in its crusade against the Government. Its chairman, M. Andre Audirac, reflects the views of Catholic, conservative France when he says that President Mitterrand has brought Communists into the Government "which he need not have done" and is "inflicting pain on France a more and more Marxist policy." Adds M. Jean Mot, a director of the paper: "we are fiercely in opposition."

*Le Figaro* is the flagship of the Hersant group of newspapers—the largest in France—including *France-Soir* (429,000) and several provincial dailies. It accuses the Government of curbing the liberty of the Press by harassing the *Figaro* with legal suits, tax claims and—in the summer—discriminatory action in preventing *Le Figaro* from raising its cover price. *Le Figaro's* innovations have been in its acerbic head-

lines and its large glossy weekly colour magazines. Its reporting tends to be official and dull.

The financial squeeze on newspapers would have been worse if friendly benefactors had not stepped in to help. *Liberation* got a cash injection last year from a group of industrialists that included M. Jean Riboud, president of the Schlumberger oil and electronics group, and a friend of M. Mitterrand, *France-Soir*,

making heavy losses, was for sale in 1981 before unknown well-wishers provided funds all been beneficiaries.

One problem the French Press does not face is union opposition to changes in printing technology. The Communist-dominated

Syndicat du Livre, decided six years ago that it would have to adapt. French papers are thus blessed with a technology more up to date than most in Fleet Street.

## LE FIGARO

ment displeased Socialist loyalists while failing to win new readers.

*Le Monde*, the one French paper with international stature, has a circulation of 400,000 and has also been trimming its costs. It has cut editorial expenses and bonuses, encouraged early retirement and will soon ask journalists for further sacrifices. But it is seeking to preserve the breadth of its foreign coverage—one of its

the other major Right wing

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## AMERICAN AND OVERSEAS NEWS

## Bigger role for World Bank urged by Clausen

BY STEWART FLEMING IN WASHINGTON

MR A. W. CLAUSEN, President of the World Bank, called yesterday for a bigger role for the development institution in order to buttress the global economic recovery and offset the financial pressures facing developing countries.

Mr Clausen's remarks to the annual meeting of the World Bank and the International Monetary Fund followed the announcement that the development committee of 21 finance ministers has made progress towards increasing the capital of the World Bank.

But the outlook for the timing and size of an increase in the funding of the International Development Association (IDA) the soft loan arm of the World Bank, remains uncertain.

Privately, officials of the bank were expressing satisfaction yesterday that although the moves which the development committee had felt short of what the bank's management had been hoping for, a broad agreement seems to have been reached on the scale and timing of a selective capital increase for the World Bank.

The development committee announced that most members agreed to a selective increase of about \$8bn ("22.3bn") with details to be worked out by the end of this year.

The figure falls well short of the \$20bn which developing countries had been pressing for and is short of what the World Bank management had hinted it would like.

It is well above the \$3bn which was also discussed, a figure believed to have been recommended by the U.S.

The bank's management has also been given the green light to make preparations for a general capital increase later, but this is tied to a fundamental review of the future role of the institution, at a time of a slowing down in both private, commercial and official development lending.

On the IDA, the development committee says only that "ministers recognise that the size of IDA should be agreed at a realistic level." The bank's management has been making



Clausen... plea for support

MONDAY NIGHT'S curt announcement from Mr Jacques de Larosiere, that Brazil's creditors had agreed in principle to a new \$1bn (57.3bn) debt rescue package, will yield almost as much excitement among bankers at the IMF meeting here as the Australian victory in the America's Cup.

Most of the bankers were by that time deep into their second cocktail party of the evening, but the fact that the party circuit did not immediately switch to the same kind of champagne splashing exuberance as the Australian sailing club parties being flamed across U.S. television screens reflects more the just the natural reserve of the banking profession.

For behind the relief that a package has finally been defined which will see Brazil through the end of next year, all the bankers concerned are aware of the uphill struggle which still lies ahead as they try to complete their side of the deal.

This will involve a \$6.5bn loan—the largest single borrowing ever arranged for a sovereign country in the Euromarkets and arguably the most critical international financial operation ever undertaken.

In his speech to the annual meeting, Mr Clausen urged that moves to boost the capital of the World Bank and the resources of the IDA are essential not only to help developing countries "struggle with problems of adjustment and debt" but also to contribute to the durability of the economic recovery.

He described the World Bank as an institution which is "underutilised," adding: "An institution in which the capital markets daily demonstrate their confidence is an institution which could and should intermediate much larger amounts."

And he argued strongly that government's must make a political commitment to increasing the resources of the IDA "in order to avoid a hiatus in IDA operations."

Even a \$16bn increase in IDA resources would provide only a marginal real increase for most of IDA's low-income borrowers and modest resources for China and India, he said.

A vital element in the

Administration's campaign to push the IMF funding Bill through Congress will be the agreement reached on Monday morning to modify the amounts member countries can borrow from the Fund in future.

This is being viewed in the U.S. as a major victory over the developing countries and other Fund members which were calling for larger access to IMF resources.

Although there will be no reduction in any country's borrowing limits, and there could be increases of up to 25 per cent for some countries, the new formula is being presented by the U.S. media as the "behest of the U.S. Treasury, as in our resources available from the IMF."

As such it will reassure political quarters where "the IMF isn't seen as a responsible organisation," said Mr Donald Regan, the U.S. Treasury



## Reagan to step up campaign for IMF Bill

BY ANATOLE KALETSKY IN WASHINGTON

THE "unbreakable commitment" to the International Monetary Fund asserted yesterday by President Ronald Reagan will be followed in the next few weeks by a major presidential effort to extract an IMF funding Bill from the recalcitrant Congress, according to a senior Administration official.

The White House said that Mr Reagan's speech to the IMF-World Bank annual meeting was intended to leave finance ministers from the IMF's 146 member nations in no doubt that the President would do his utmost to ensure ratification of the \$8.4bn U.S. contribution to the IMF. It was also designed to show that he understood the gravity of the threat which could face the world economy if the U.S. commitment to the Fund should founder.

As such it will reassure political quarters where "the IMF isn't seen as a responsible organisation," said Mr Donald Regan, the U.S. Treasury

Secretary.

However, there is still little or no prospect of the IMF Bill being passed much before the middle of November, when Congress breaks up for its Thanksgiving recess.

Although President Reagan yesterday denounced the "political posturing and unreasonable demands" coming from Congress over the Bill, he will have to indulge in some political horse-trading to get the Bill through, according to congressional officials.

The Administration's public relations success in limiting the access to IMF funds by developing countries may help to impress a handful of the right-wing opponents of the IMF Bill but unless he can muster a clear majority for the Bill among his own Republican Party, the President will have to make concessions to the Democrats as well.

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## BRAZIL'S NEW MONETARY NEEDS TO THE END OF 1984 (in \$bn)

	6.50
Commercial bank loan	6.50
Refinancing of export credit through Paris Club	2.00
U.S. Eximbank credits	1.25
Other official credits	1.25
Total	11

for all bank creditors within the next two weeks setting out the terms of the \$6.5bn loan as well as conditions for the remaining some \$5bn in bank debt maturing next year, arrangements to maintain short-term trade lines to Brazil, and to ensure Brazilian banks continued access to the international money markets.

Some special roles have already been assigned to individual banks—Morgan Guaranty will handle the new loan facility, while Citibank will reschedule. Manufacturers Hanover is to coordinate the responses of the U.S. banks.

But privately several senior bankers admit there are a number of major hurdles to overcome before the package can be completed.

● Considerable reserve remains among smaller banks. Their reluctance to lend to Brazil prompted the advisory committee to tell Mr de Larosiere that \$8bn was the maximum available from the market.

On Monday Mr de Larosiere asked the banks for nearly \$1bn in one-month heated discussion down to \$6.5bn. The balance is to be provided by an extra loan from the Inter-American Development bank.

● Monday's speech by Dr Fritz Leutweiler, president of the Bank for International Settlements, in which he said that commercial banks would have to write off some of their loans to developing countries, has been greeted with dismay by senior U.S. bankers.

They point out that support



De Larosiere... loans vital

from Continental European central bankers for the new package will be crucial to its success.

● Doubts remain about the Brazilian Government's ability to push its new salary law limiting wages increases to 80 per cent of inflation through its congress.

The whole Brazilian debt rescue package, including its

\$4.8bn IMF loan, depends on this.

The IMF is waiting until mid-November before approving that loan as it will take that long for the congressional hurdle to be passed.

By then also the banks are supposed to have their package ready. The carrot for creditor banks is the knowledge that their consent to the new package will put Brazil securely back on the road to financial recovery after months of anguished worry.

Bankers on the advisory committee are hoping that this carrot will be tempting enough to get the loan package on the ground.

They believe that further help will come from Brazil's new central bank governor, S. Afonso Celso Pastore, who has made a highly positive impression on the financial community since his appointment earlier this month.

S. Pastore has shown that Brazil does have the determination to push its austerity programme through, said one banker.

"In any case," he added, "nobody believed that we could arrange a \$3bn loan for Mexico last winter. We managed that and we'll manage this one too."

## De Larosiere says debt problems will continue

BY MAX WILKINSON IN WASHINGTON

THE PROBLEMS of the world's debtor nations will continue for a long time in spite of recent signs of recovery, Mr Jacques de Larosiere, managing director of the International Monetary Fund, said yesterday.

He told the opening session of the Fund's annual meeting in Washington that a "long period of convalescence" would be necessary before the economies of the heavily indebted countries were restored to health.

He emphasised that it was essential for the stability of the international system that the IMF continue to play a major part in helping debtor countries to adjust their economies.

He said it was a complete misunderstanding of the Fund's role to think that it imposed conditions which restricted recovery.

The adjustment of these countries would have to take place anyway. He said: "The choice is not adjustment or growth, it is a choice between adjustment or more inflation and higher unemployment."

Mr de Larosiere said that industrial production in the seven major industrial countries was estimated to be some 6 per cent higher in July than it was in December last year and the total output in the industrial world was now expanding at the rate of about 3 per cent to 4 per cent a year.

The recovery, led by the U.S., was having a beneficial impact on world commodities and on the growth of world trade. Commodity prices in August were 14 per cent higher than the depressed levels towards the end of last year.



Reagan... denounced political posturing

## Israeli concern on foreign debt

BY DAVID LENNON IN TEL AVIV

THE POLITICAL crisis in Israel caused by the budget legislation of Mr Menahem Begin, when he was Prime Minister, is contributing to a deepening of the economic difficulties facing the country.

The news that the foreign debt grew in the first half of the year by \$550m to a record \$21.5bn has set alarm bells ringing within the Bank of Israel, the central bank. Officials say that though the increase is a relatively mild 2.6 per cent, it does indicate that the economy is still going in the wrong direction.

Budget cuts which were approved by the Cabinet more than six weeks ago have not been implemented. This is because of opposition from the Tami Party, one of the junior coalition partners which Mr Yitzhak Shamir is trying to keep in his planned new coalition.

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But they warn, if the Government does not cut public spending and curb private consumption, then the situation will become more serious every month. If there are no cuts in the budget, then Israel will

face real problems in a year or two, the bank officials say.

Worried by the failure of the Government to implement the cuts approved last month, the officials claim that the politicians apparently fail to understand that the economy does not stand still while the political parties try to reach a new coalition agreement.

Yesterday, leaders of the ruling Likud bloc again met representatives of the opposition Labour Party to discuss the possibility of forming a national unity government.

The economy was one of the main topics at the meeting, and there was little disagreement between the two rival parties over the need to take strong steps to curb inflation and reduce the balance of payments deficit.

They all agreed with the recent IMF report that there must be cuts in public spending, a decrease in domestic consumption, and that measures must be taken to make exports cheaper and imports more expensive.

It is not so certain whether the parties also agreed that the first step in this direction must be to get rid of Mr Yoram Aridor, the Finance Minister, who had presided over the economic decline.

However, even if Likud and Labour can agree on a common economic and social policy, they remain deeply divided over policy towards the West Bank.

Following the first coalition talks on Monday night, both sides said that the greatest problem between them concerned the policy of settlements in the West Bank.

THE CANADIAN designed and built Candu nuclear reactor system has received a new blow in its prestige.

Preliminary inspection of a pressure tube which suffered a catastrophic failure at the Pickering power station in Ontario last month has shown it is unlikely the accident was caused by a unique event.

Officials of Atomic Energy of Canada and Ontario Hydro, which operates the reactor in which the rupture occurred, had hoped it would turn out to be caused by a foreign object left in the reactor when it was constructed.

But investigations at AECI's Chalk River laboratory have shown that the cracked pressure tube had 16 little blisters on the outside. The crack which caused the tube to fail starts at one of the blisters.

Mr William Morrison, director of design and development at Ontario Hydro, said the blisters contained zirconium hydrides, which made the metal much more brittle and prone to cracking under stress.

Ontario Hydro officials now wonder whether they will have to replace all 390 tubes in the first two reactors installed at the Pickering power station. The other three working reactors at the station have a different form of zirconium alloy in their tubes.

THE VENEZUELAN Government has finally opened the way to limited payment of the country's estimated \$6bn private sector foreign debt at preferential exchange rates.

A 10-article decree issued allows private companies to repay principal and interest on their financial debts at 4.30 bolivar per dollar rate up to the end of the year, pending approval by a commission headed by the exchange controls office (reca).

The decree is seen as a stopgap measure to bring about \$400m in overdue private sector interest payments up to date as demanded by international bankers.

The guerrilla organisation UDN-

FTN, which has previously operated from Costa Rica in the south, was apparently responsible. Unconfirmed reports say that the leader of the UDN-FARN—Fernando "El Negro" Chamorro—was killed during an attack at the border crossing of El Espino, which, after the damage to the Ocotol bridge, is now the only border crossing for vehicles to Honduras from Nicaragua.

● Rebels based in Honduras seized El Espino in stiff night fighting with mortars and other heavy weapons. Government troops here prepared to counter-attack against the rebels early on Tuesday, AP reports from Somoto.

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## OVERSEAS NEWS

Michael Holman, recently in Harare, looks at the context of the air force officers' case

## Why Zimbabwe's problems are black and white

"ASK THE average white businessman in Zimbabwe whether he is more perturbed by electrodes on air force officers or by price controls and labour regulations," said one long-time white resident, "and it will be the latter that produces the gloomy thoughts about emigration."

For all the furor abroad, the case of the six white air force officers, tortured in detention, acquitted of sabotage charges by a black High Court judge and then promptly rearrested (though three were eventually released), the impact in Zimbabwe itself has been very different. Both in Government and in the white-dominated business community, other preoccupations are paramount.

That is not to say that the affair is regarded with indifference. When Mr Robert Mugabe, the Prime Minister, accused Britain last weekend of interfering in the country's domestic affairs, he showed he was not only unrepentant, but also profoundly annoyed by the outcry. He and his Government are convinced that the international concern stems largely from the officers' colour, rather than from any wider human rights considerations.

For the dwindling white community, whose morale is already sagging, the case is unsettling, but they have more immediate worries.

The community, down to around 140,000 from a mid 1970s peak of 270,000 and leaving at the rate of between 15,000 and 20,000 a year, is more concerned about what it sees as falling health and educational standards, allied with doubts about career prospects for white children in black-ruled Zimbabwe.

For the Government, the consequences of the air force case may be felt when the U.S. and Britain, Zimbabwe's two largest aid donors, review next year's level of support. But the international outrage of past weeks is a comparatively minor matter compared with economic, security and internal party issues which increasingly concern it. Indeed, this is one reason why the Government initially underestimated the international reaction.

On the economic front, the authorities face an embarrassing gap



Mr Robert Mugabe: 'misjudged reaction'

between the aspirations at independence and the tough measures imposed upon them by the worst drought for at least 50 years, the recession in the West and the need to comply with the terms of an SDR 300m (\$316m) International Monetary Fund (IMF) programme.

The removal of food subsidies, one of the IMF conditions for the loan, has seen the price of bread rise this month by 25 per cent, milk by 30 per cent and maize meal, the staple food, by 40 per cent.

The 80,000 school leavers who come on to the market each year are finding few jobs in an economy which grew by only 3 per cent last year (outpaced by a 3.6 per cent population growth) and is expected to decline by at least 3 per cent this year.

As sensitive as food prices is the slow pace of resettlement of peasant farmers presently living on the overcrowded communal lands. The Government's target is to move 102,000 families (about 1m people) by 1985 to land previously owned by white farmers who have sold to the state. In the three years since independence, only 20,000 families

have been resettled, a rate which barely keeps up with the population increase.

These issues are bound to be raised at a forthcoming election which is at least as important as the parliamentary polls likely to be held by the end of next year.

In May, 20 years after its inaugural conference, Mr Robert Mugabe's ruling Zanu party plans to hold its first full congress at which seats on the central committee will be at stake. The outcome is critical, for the central committee may well become the main policy-making body of the Government, with supremacy over the cabinet.

It is at this congress, scheduled to be held in Gweru, that the Government will have to defend its decision to implement the IMF package, and they know they will get a rough ride. It is far from certain that the Minister of Finance, Dr Bernard Chidzero, a technocrat rather than a politician, will win a place on the committee.

Meanwhile, the security problem in Matabeleland, scene of the killing or maltreatment of over 1,000 civilians by the national army's North Korean-trained Fifth Brigade in their campaign against anti-Government dissidents, remains. Dissident activity is sporadic but still disrupts economic activity, including the 700 commercial farmers in the area, and normal life in the regions.

The redeployment of the Fifth Brigade in the province earlier this month suggests that the Government has yet to bring the problem under control. As long as tensions remain in Matabeleland, stronghold of Mr Joshua Nkomo's Zanu party, the prospects of a merger between Zanu and Zamu and a more stable country, are remote.

It is a disquieting list: food prices, jobs, land, security — not to mention other post-independence problems such as the loss of some of the best talents in the civil service, black and white, to the private sector.

If the Zimbabwe Government has handled the air force case badly — and even its staunchest sympathisers here agree that it has — at least part of the explanation is its preoccupation with a formidable set of other problems.

## Ministers lose seats in Kenyan election

By Michael Holman, Nairobi

FOUR Kenyan ministers have so far lost their seats with a little over half the results announced in the country's general election, in what appears to be the lowest voter turnout in a poll since independence in 1963.

The outcome may well prove a disappointment for President Daniel arap Moi who, in calling the election a year earlier than necessary and in making corruption and loyalty the key issue, had been seeking a strong personal mandate.

If the final figures confirm the early indications, he has instead been met by widespread apathy and no clear trend in voter preferences, despite a four month campaign by the politicians.

In constituencies in the capital, Nairobi, and in Mombasa, the country's second largest city, turnout was around 30 per cent. Although higher in rural areas, the overall figure is currently running at 47 per cent, the lowest poll in Kenya's five general elections.

Among the ministers who lost were Dr Manya Waiyaki (Agriculture), Mr G. G. Kariniki (Land), and Mr Tims Mbathi (Labour).

Dr Waiyaki, MP for Mathare since 1969, was standing in the country's largest constituency, a shanty area on the outskirts of Nairobi with 120,000 voters. Only 27 per cent turned out, however. Dr Waiyaki was defeated by Mr Andrew Ngumba, former Nairobi mayor.

Voters appear to have been influenced by constituency issues rather than the candidates' perceived relationship with the President.

Thus the defeat of Mr G. G. Kariniki, a minister thought to be out of favour with Mr Moi, is offset by the failure of Mr John Keen, an assistant minister thought to be close to the President, to win re-election.

It had also been thought that politicians more closely associated with Mr Charles Njonjo, the former Minister of Constitutional Affairs dismissed by Mr Moi earlier this year, would lose out at the poll.

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## WORLD TRADE NEWS

## EEC uncertain over policy in Japan

BY PAUL CHEESERIGHT IN BRUSSELS

THE EEC is plagued by upwards uncertainties about the policy it should adopt towards Japan. Officials from the Commission are mulling over the inconclusive results of meetings held with the Japanese Government in Tokyo last week and may present recommendations to the Council of Ministers next month.

But it has become clear, in the estimate of officials in Brussels, that the twin aims of policy towards Japan are not producing marked results. These aims are to reduce Japanese sales in the EEC and open up the Japanese market for EEC products.

The accompanying table shows that, in spite of Japanese undertakings to exercise moderation in the sale of sensitive products to the EEC, the general trend so far has been

the EEC are running 7 per cent higher than last year and if the trend is sustained until the end of the year the EEC trade deficit with Japan is expected to be \$12bn (\$80m) on EEC figures and \$10bn on Japanese figures.

Despite warnings that protectionist pressures are building in the EEC there is no joint political approach developing towards a more restrictive import policy. This has been evident on the specific case of compact audio discs developed by Philips.

The Commission has been given a mandate to explore with Japan the cost it would have in compensation for imports of sensitive products. But West Germany and Denmark are said to be opposed to any special measures of this type. In any case, Japan has

## SENSITIVE JAPANESE EXPORTS TO THE EEC % CHANGE—1983 first 7 months over same period of 1982

Cars	+23
Colour TVs	+6
TV tubes	+6
Machining centres	+4
Wheelfit trucks	+15
Audia cassette decks	+18
Quartz watches	+120
Motorcycles	+15
Video cassette recorders	-10
Latches	-8

Source: Japanese official statistics

apparently sought to avoid any discussion of the issue.

As far as the opening of the Japanese market is concerned, officials are doubtful whether any package designed to increase imports will work any better than its predecessors.

## Sharp rise in anti-dumping complaints

EUROPEAN INDUSTRY is making increasing use of the EEC anti-dumping rules, according to a European Commission report submitted to the European Parliament. The number of investigations has climbed steadily over the past three years, writes Paul Cheeseright.

Last year 58 investigations into allegedly unfair trading practices of EEC suppliers

were started, against 48 in 1981 and 23 in 1980.

The increasing number of actions reflects the strains felt in industry faced both by intense foreign competition and the recession. The experience in the U.S. of trade complaint legislation by industry, most notably over the past two years by steel companies.

In all, EEC investigations involved 32 countries, but the

major part of the EEC investigations was set off by the chemical industry, with 21 cases, followed by Czechoslovakia with 13 and East Germany with 12. Disputes about what constitutes unfair trading have been a recent cause in the recent tetchiness of U.S.-EEC relations.

Cases lead to the definitive imposition of 28 duties 1980-82.

## Japan to control robot exports to USSR

BY DAVID SUCHAN, EAST EUROPE CORRESPONDENT

JAPAN has decided to control the export of sophisticated industrial robots to the Soviet bloc, a move warmly welcomed by the Reagan Administration as paving the way to wider robot controls in the multi-national CoCom organisation.

The decision is unilateral and, according to reports from Tokyo, the new controls on robot sales will be written into Japanese law by late November. But it follows intense pressure from Washington on its allies to stem the flow to the Soviet bloc of a fast-developing technology which is seen as the answer to a key Soviet weakness—a general inability to manufacture goods in large quantity at high quality.

U.S. officials have argued that robots are of strategic importance and are increasingly used in machining components for jet engines. Yet robots are not on the multilateral CoCom control list, though sales of their more rudimentary "first cousins" — numerically controlled machines—have been restricted for some years.

The U.S. made no headway in getting robots controlled in the first round of the current CoCom list review which ended in July, mainly because the heavy commercial interests which countries such as Japan and West Germany now have in robotics. But the Nakasone government has shown itself increasingly receptive to Washington's strategic trade argu-

ments, apparently bolstered by the recent defection of a KGB agent who revealed that Japan was the focus of considerable Soviet industrial spying efforts. Early signs of a Japanese policy switch on robots came before the shooting down of the South Korean airliner, but that event will only have confirmed the Tokyo Government in its new, tougher trade stance.

CoCom did agree this year to put large floating docks on its list of items embargoed to the Soviet bloc. The strategic issue here was clear-cut. A floating dry dock sold by Japan to the Soviet Union in 1978 ended up within a year in service with the Soviet Pacific Fleet in Vladivostok, just as a Scandinavian-supplied floating dock is now

also being used by the Soviet northern fleet.

Japan, however, has shown itself sensitive in CoCom in the past to the liberalisation, started by the Carter Administration and now accelerated by President Reagan, in CoCom sales policy to China. Mr Caspar Weinberger, the U.S. Defence Secretary, is in Peking this week promising China defensive weapons such as radar and anti-aircraft and anti-tank weapons. Japan, like each CoCom member, has a veto on other CoCom members' sales which are exceptions to the embargo list. In return for doing U.S. bidding on trade with the Soviet Union, Tokyo may want to ensure that the U.S. does not go too far, too fast in arming its big neighbour, China.

The unit will go on stream within three years and produce 1,000 tonnes of DAP fertilizer daily. It will be the single largest project in the chemicals sector. Most heavy chemicals units in Pakistan are state-owned.

The unit will bring Pakistan nearer to self-sufficiency in DAP fertilizer, which is largely imported and has a large market in the southern Punjab and Sind provinces. Pakistan's two major farming areas, Pakistan is already an exporter of urea.

## Chinese may buy Acorn computers

By JASON CRISP

THE EEC BBC microcomputer may shortly be sold to China. The Peking Government is currently evaluating the system developed by Britain by Acorn. If successful it will be the second British developed microcomputer to be sold in China. Sinclair Research is to provide China with its low cost ZX1 and Spectrum computers in kit form.

The Acorn computer is being offered to the Chinese by Wong Electronics a Hong Kong-based company. Wong is a major subcontractor for Acorn. Yesterday announced a US\$45m (£20m) order from Acorn to build the computers for the U.S. market.

Acorn, which is to float 10 per cent of its equity on the London United Securities Market this week, is about to enter the U.S. market. Acorn is specifically aiming at the education sector. The computer will sell in the U.S. for \$995, including a disc drive, voice synthesis and a networking facility. It faces very strong competition from Apple, Commodore, Tandy and IBM.

Wong has been a subcontractor of Acorn and a number of other electronics groups including U.S. companies such as Atari, Coleco and Osborne. By the end of next year Acorn products will account for 25 to 30 per cent of Wong's turnover.

## Arabs to build Pakistan plant

By Mohamed Afzal in Islamabad ALGHURAIR GROUP of Dubai is to build a \$180m (£120m) diammonium phosphate (DAP) plant at Thatta, in southern Pakistan.

The unit will go on stream within three years and produce 1,000 tonnes of DAP fertilizer daily. It will be the single largest project in the chemicals sector. Most heavy chemicals units in Pakistan are state-owned.

The unit will bring Pakistan nearer to self-sufficiency in DAP fertilizer, which is largely imported and has a large market in the southern Punjab and Sind provinces. Pakistan's two major farming areas, Pakistan is already an exporter of urea.

## France accepts cars with part-Japanese content

BY KENNETH GOODING, MOTOR INDUSTRY CORRESPONDENT

THE FRENCH Government has dropped its plan to take action against vehicles, such as BL's Triumph Acclaim car, with part-Japanese content.

The French indicated last month that they believed 40 per cent of the Acclaim was Japanese and that from next year 40 per cent of Acclaim sales would be counted as part of the unofficial quota which limits Japanese car sales to under 3 per cent of the French

market to discourage Japanese investment in Europe.

The timing of the French move was thought to have something to do with the pressure the British Government has been putting on Nissan, the Datsun car group, to make up its mind about building a car assembly plant in Britain.

There is also a long list of other part-Japanese vehicles, including the joint Honda-BL executive car code-named XX and the recently introduced Alfa Romeo-Nissan saloon, the Arna, to be launched in Europe in the next few years.

M. Laurent Fabius, the French Industry Minister, said in talks

this week with Mr Cecil Parkinson, UK Trade and Industry Secretary, that his Government now agreed the Acclaim was a European car.

As a result, the British are now certain the Acclaim will not be counted against the Japanese import quota imposed by the French.

The Trade and Industry Department is also convinced that the French now clearly understand the impact their move against the part-Japanese vehicles might have had on the EEC's objective of attracting inward manufacturing investment from countries such as Japan and the U.S.

## Jellicoe mission to Malaysia aims to improve relationship

BY WONG SULONG IN KUALA LUMPUR

LORD JELLINE'S trade and investment mission to Malaysia, beginning Saturday, is seen by both Malaysian and British authorities as a significant move in forging a healthy and mature economic relationship.

Because it is the first top ranking mission to Malaysia following the lifting of the "Buy British Law" policy of Dr Mahathir Mohamad, the Prime Minister's mission members have been carefully selected.

Lord Jellicoe, chairman of the British Overseas Trade Board, will lead an 11-man team comprising senior bankers, industrialists and businessmen.

The aim is to impress upon the Malaysian political and business leadership of the sophisticated range of services and products developed by highly successful British companies which are available to Malaysia at competitive prices.

These companies are also prepared to invest and bring part of their technology to Malaysia if the right partners and environment are found.

For example, Metal Box, one of the firms represented, will be discussing with its Malaysian partner (a government agency) about the prospect of new investments to expand their printing and packaging operations.

Twenty years ago, British exports to Britain in 1982 were worth £186m or 3 per cent of total exports. Given the right attitude and cultivation of the right contacts, this diminishing importance in bilateral trade can be reversed.

Other firms in the mission would be discussing joint ventures in oil and gas development, aircraft maintenance, machine tools, computer software, as well as major contracts for power plants and engineers.

The plantations and tin mines are now Malaysianised and British banks have given an undertaking to follow the same path.

Lord Jellicoe's mission represents the prospects of a new pattern of British investments, one in the form of technology and industrial-oriented goods that is welcomed by the Malaysian Government.

Despite the new economic policy, British investments have not fallen in absolute terms. These investments in some 200 Malaysian companies amount to close to £1bn.

This is partly due to the pretty hefty revitalisation of many of their assets, and partly because many British firms are ploughing back their profits for reinvestment.

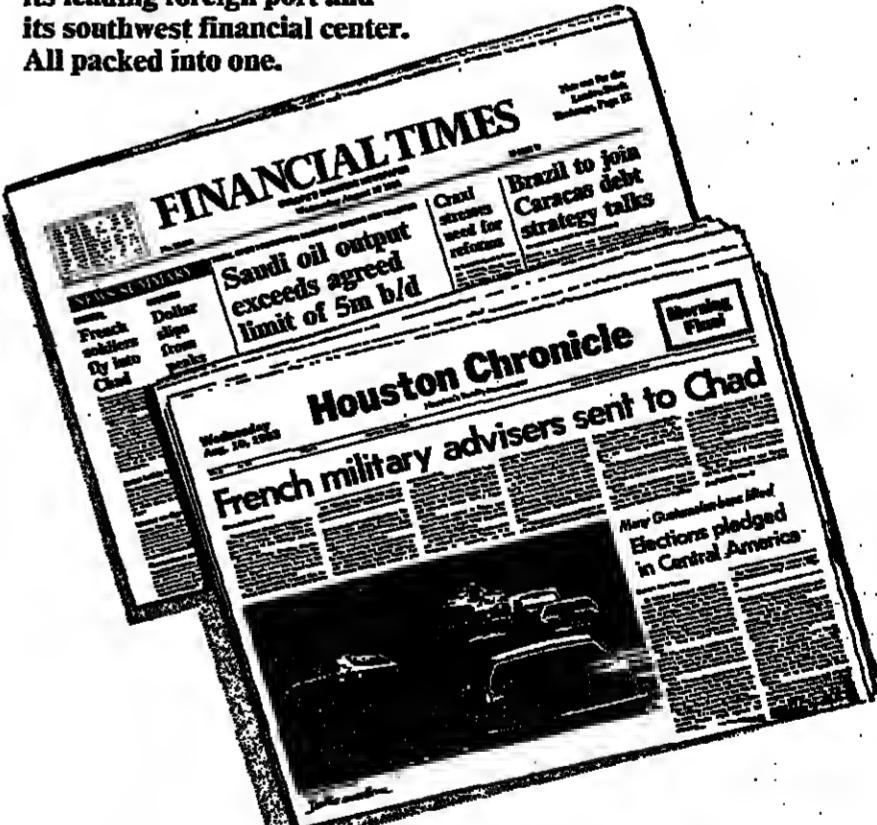
The great majority of British subsidiaries in Malaysia have been highly successful—Dunlop (despite its trouble elsewhere), the Blue Circle group, Metal Box, Malaysian Tobacco, Rothmans Malaysia, Guinness, Shell, ICI, and the Standard and Chartered Bank.

It was Unilever which introduced the wonderful West African pollinating weevil, which has resulted in greatly improved yields on Malaysian palm oil estates.

Lucas has recently started making electronic components in Johore State.

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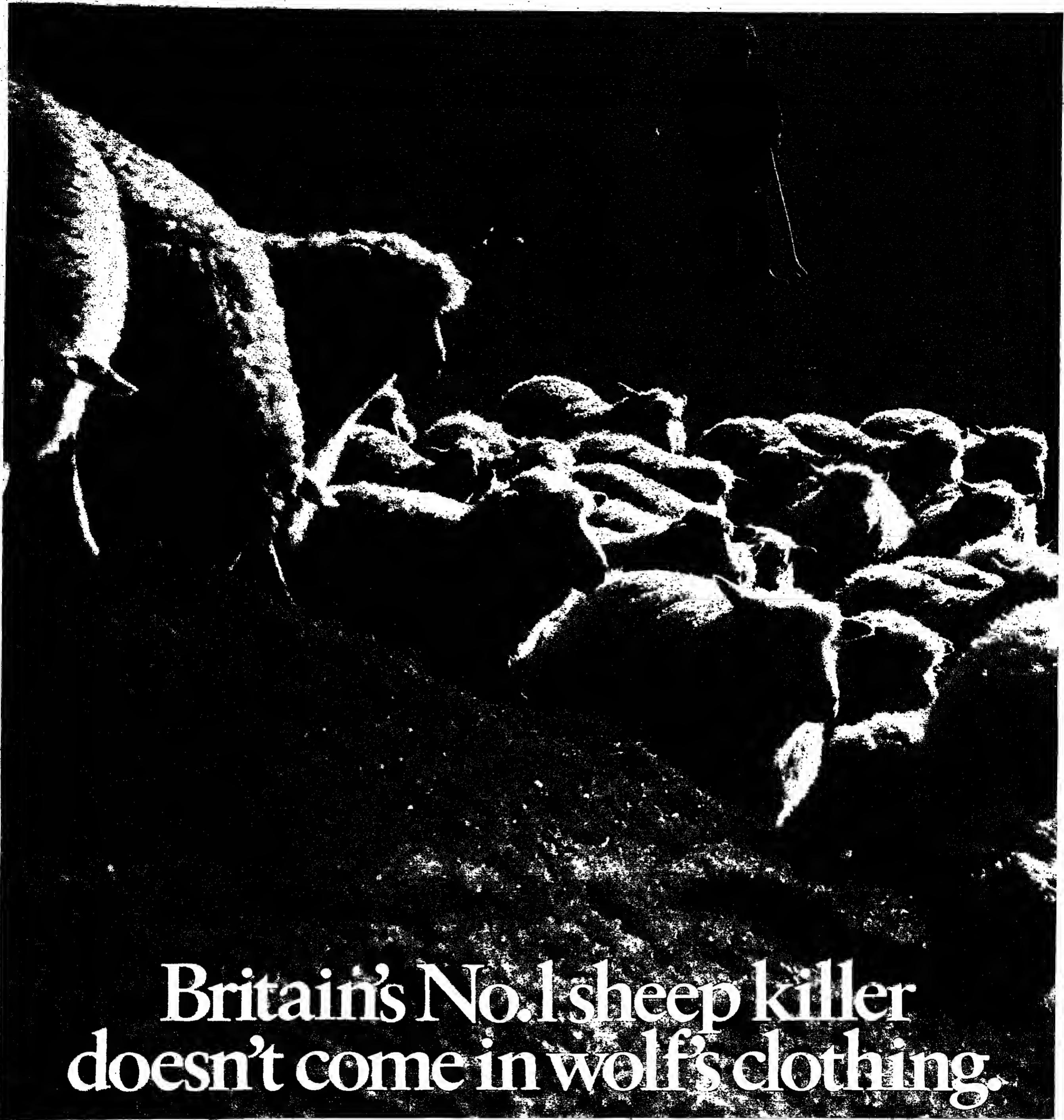
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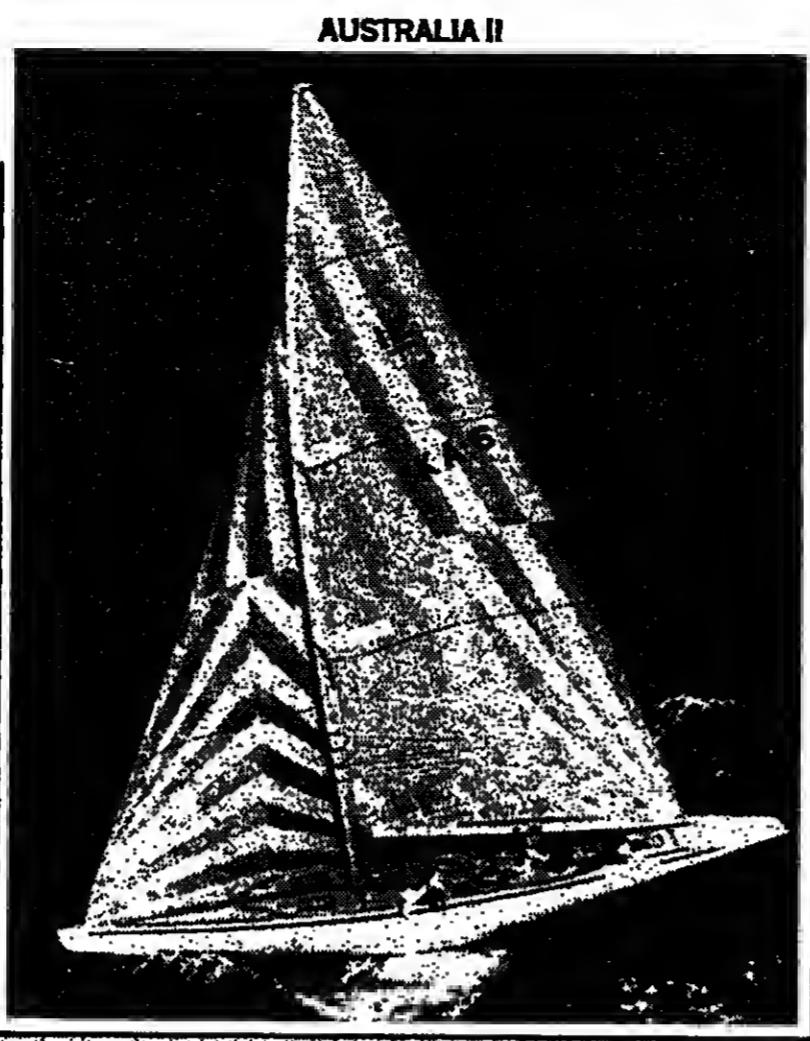
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## ENERGY REVIEW

## Why the NCB is wooing industry

By Maurice Samuelson

THE LOOMING confrontation between Mr Ian MacGregor and Mr Arthur Scargill over the National Coal Board's pit closure policies has overshadowed an area on which the NCB's chairman and miners' president are in close agreement and in which, working together, they could form a powerful and effective combination.

This concerns the revival of the industrial market for coal, which collapsed dramatically in the cheap oil decades of the 1950s and 1960s.

In their first wide-ranging official talks on September 13, Mr MacGregor and Mr Scargill discussed the industrial coal market in considerable depth, although the extent of their agreement on this remains eclipsed by the publicity over their differences.

Of more than 110m tonnes a year produced by the British coal industry, much less than a tenth is used by industry. The vast bulk—more than 80m tonnes—is burned in electricity power stations and steel and aluminium works.

## Reduced deliveries of coal to power stations

Nevertheless, the Coal Board persists in regarding industry as offering its most reliable area for expanding sales. This market includes not merely manufacturing but also service industries and agricultural processes such as crop drying. Large non-industrial users, such as hospitals, universities and other major institutions, are also regarded as growth area.

The Coal Board's interest in these new markets is under-

scored by the fact that its sales to the electricity industry have passed their peak. This is reflected in the recent agreement between the NCB and the Central Electricity Generating Board based on deliveries of a minimum 70m tonnes a year. This supersedes an agreement which still had another 18 months to run—which specified a minimum 75m tonnes.

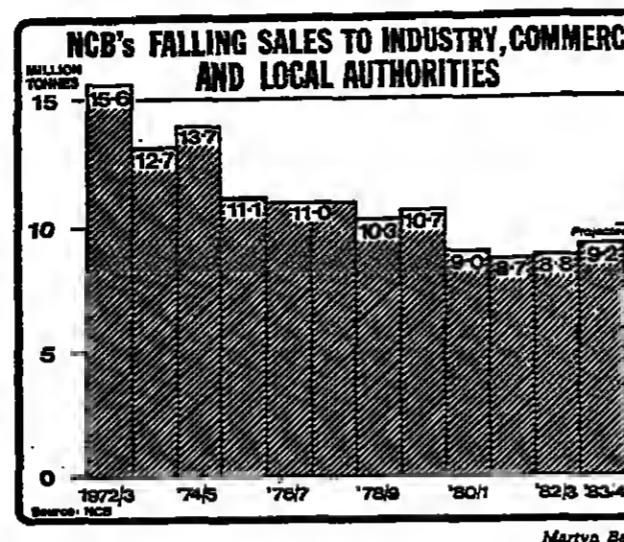
The reduced deliveries of coal to power stations reflect not merely from the recession, which has hit national electricity consumption, but also from the increasing amounts of power supplied by the CECB's advanced gas-cooled nuclear reactors. Last year, nuclear power provided 17m tonnes of coal equivalent (tce), a jump of 3m tce over the previous year.

The rising contribution from nuclear energy turns the Coal Board into what Mr Malcolm Edwards, its director-general for marketing, has called a "residue legatee" of the other power station fuels, and further investment is needed to expand its industrial market.

The board has several major factors in its favour in trying to sell more to industry. Despite the current flatness of world oil prices, coal is about 30 per cent cheaper than fuel oil in terms of heat output. The memory of the 1974 and 1979 oil crises also still haunts large fuel purchasers.

Moreover, the history of the grant scheme, now extended until the end of this year, illustrates not only the potential of rebuilding coal's industrial base but also the length of time such a process would take and the difficulties involved.

A major feature of the UK industrial coal market is that although it comprises about 9,000 customers, a mere 1 per cent of them buy 90 per cent of the coal.



ments. In Britain, this support is expressed in the £50m package of grants available from the Department of Industry to encourage fuel users to take conversion schemes. Last year, the Government allotted the money, over a two-year period, to provide grants of up to 25 per cent of the cost of re-equipping companies to burn coal instead of oil. These grants have been supplemented by loans from the EEC covering a further 50 per cent of conversion costs.

However, the history of the grant scheme, now extended until the end of this year, illustrates not only the potential of rebuilding coal's industrial base but also the length of time such a process would take and the difficulties involved.

The "save it" energy conservation movement, although prompted by the oil crises, also made inroads into coal sales.

This has proved a two-edged sword for the coal industry. It explains why, in the first two years after the first conversion scheme was launched, coal sales in Britain not only failed to increase but continued to fall as major users fall victim to the recession. From an already depressed level of 10.5m tonnes in 1975/80, sales in the next two financial years were down to less than 9m tonnes.

More hopefully, it explains why the Coal Board is confident that in 1983/84 industrial sales will start to rise again to 9.3m tonnes. According to Mr Edwards, this will be because for the first time new business from companies which have switched from other fuels is outweighing losses from closures and cutbacks.

The "save it" energy conservation movement, although prompted by the oil crises, also made inroads into coal sales.

British cement makers, by switching from their traditional "wet" process to a dry or semi-dry process, have cut their coal burn by between 15 per cent and 30 per cent. They now use 2m tonnes of coal a year, 500,000 tonnes less than they did at the end of the 1970s.

But the concentration of so much of its sales in the hands of the industrial majors has also proved an asset to the Coal Board's conversion campaign. When Imperial Chemical Industries announced, 15 months ago, that it was reverting to coal for a substantial part of its energy requirements, it unleashed a deluge of inquiries from other companies.

Other major concerns which have decided to use coal at some of their UK plants, or who are seriously considering doing so, are Unilever, Monsanto, the Ford Motor Company, Unipol and the Milk Marketing Board.

But the very size of these groups and their difficulties of sanctioning large capital investments during a recession has meant that the switch to coal is proving a far slower process than many people had envisaged.

At ICI, for example, the decision to introduce coal at Warrington, one of its three soda ash factories in Cheshire, took eight months from the preparation of the necessary documents to the main Board's approval of the project.

The hesitancy of the return

to coal is even more striking at Courtaulds, the textile concern, which has a fuel bill of £80m a year. Of more than half a dozen coal conversion projects disclosed by Courtaulds more than a year ago, only one—at a plant near Hyde, Manchester—has gone ahead. Elsewhere, the company says it still wants to introduce coal, but that it is actively looking for cheaper

ways of burning it than those currently available.

One outcome of this long decision-making process is that it is now six months after the grants scheme was supposed to have ended—that is, the Industry Department is within reach of paying out all the £50m at its disposal for helping companies convert to coal.

This is a point which Mr MacGregor and his colleagues are likely to emphasise in persuading the government to extend the scheme on a more durable basis when it finally expires at the end of the year.

This call will be applauded

not merely by potential applicants for the scheme but by the companies who make the boilers and other specialised coal handling equipment.

In anticipation of coal's

revival as an industrial fuel, these companies have been

pioneering far-reaching technical changes in the way coal is

burned and in ways of delivering

it to the boilers or furnaces.

They are now producing boilers

using fluidised bed combustion

(in which the coal or other fuel

is burned on a turbulent red

hot bed of sand or ash). Some

50 fluid bed units are now run-

ning in the UK.

Coal burning has also been

made more convenient by new

ways of handling it with

hermetically sealed pneumatic

equipment to lower handling

costs and reduce pollution.

However, the companies pro-

viding this equipment have been

badly disappointed by the slow

pace of UK industry's return

to coal. Most now talk about

the "two lost years" because

of the uncertainty over the dura-

tion of the government grant

scheme and the suspense while

the Government decided

whether to broaden its applica-

tion.

It was not until the latter

part of last year, when the

grant scheme was more than

half way through its designated

life, that it finally began to take

off. This led to a rush of in-

quiries now being hectically

processed by a team at the

Industry Department, headed

by Dr Vernon Brook. At the

end of last month, Dr Brook's

office had 300 new inquiries on

its books, which were likely to

have peaked if not all the £50m

available. Some of the recent

applicants, therefore, were won-

dered that unless they put in

their bid now there might be

no money left for them.

All this is little consolation

for the suppliers of combustion

equipment. Most of them are

in a sorrier state than they

were three years ago.

For all of them one of the

few rays of hope is that the

National Coal Board's new

chairman, in unlikely accord

with the miners' militant

president, will finally end industry's uncertainty over the finan-

cial help it can receive in using

the fuel on which Britain's

prosperity was originally

founded.

Similar leverage is being

exerted by major industrial

companies who have told the

government that further large

projects awaiting authorisation

will be suspended if the grants

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## THE MANAGEMENT PAGE

EDITED BY CHRISTOPHER LORENZ

# How Vickers built a more united team

Nick Garrett describes the advantages to the UK defence manufacturer of moving into a new factory

THE SALESMEN, directors, designers and payroll staff who work for Vickers Defence Systems have been subjected to a major culture shock during the past year. Every day when these white-collar workers arrive at the division's new armoured tank building factory in Newcastle upon Tyne they must pass through the machining and fabrication bays to reach their open plan desks.

The factory — situated in an area where there are to be found some of the most entrenched industrial and labour traditions in Europe — has been designed to remind staff continually that their job is a group task. Even the few offices for the most senior personnel do not carry job titles on their doors. The plant's single aim is to make and market the Mark III main battle tank, its derivatives and the new Valkyr Personnel Carrier.

The catalyst for this culture shock was the relocation of the Defence Systems division over a 12-month period to August last year, from a straggly of buildings at Elswick West, Newcastle, to a purpose-built, open-plan factory, one-third of a kilometre long and a mile up the Tyne river from the old complex.

The company — part of the Vickers engineering equipment to Rolls-Royce cars group — grasped the opportunity sharply to reduce the workforce, simplify work structures and streamline production. Some 450 white-collar jobs were cut (more than a third of the site's total workforce), the main casualties being those involved in largely unnecessary paper work systems. Machinery was reinstalled in more logical lay-outs, substantially raising productivity and output potential with an unchanged direct production workforce of 277. And more than 100 different trade pay rates, enshrined over decades, were swept aside with union agreement and replaced with four basic rates and four levels of bonus payments. It is perhaps not surprising that there is concern that so radical a change could generate ten-

sions on the shopfloor over pay. The move to Scotswood Road has nothing to do with robotics or Japanese-style labour flexibility. There are no robots; nor have there been radical changes in cross trade flexibility, partly because there is less requirement for such innovations in plants which have no production lines.

The start up of the Scotswood plant underlines, however, three industrial features. One is the vast contribution which a well-designed factory and manufacturing equipment layout makes to productivity and cost reductions. Another is the ability of forward-looking managers and receptive shop stewards to make gains in improving attitudes and operations once the factors which generated operating handicaps are partially removed with the demolition of the buildings in which they were bred.

Finally, the move (code-named Project Dreadnought) was accomplished with a good deal of consultation in Vickers' expanding system of regular team briefings for individual work units. "I'm still amazed at how we have done it all," says Jon Matthews, convenor and plant chairman of the Confederation of Shipbuilding and Engineering Unions.

## Team briefing in place

David Plastow, chief executive of Vickers, who transplanted team briefing from Rolls-Royce to Vickers when the latter took over the former says: "We're the only significant company that's got team briefing in place from top to bottom."

The old plant, which employed 1,150 when it was abandoned last year in the transfer, did not have a bad record. It usually made a profit and was not subject to many major disputes. Forward projections showed, however, that it was heading for dire trouble.

Gerald Boxall, the division's chief executive, who joined Vickers three years ago, was the main driving force in

Project Dreadnought. He had been asked by Plastow to produce two reports on the future of the plant. The first — in January 1981 — was entitled the "downside is unacceptable." The phrase meant that during quiet periods, overheads were much too large. "An analysis of costs concluded that if we didn't get certain major orders costs would overwhelm us and we'd go out of business," says Boxall.

The Elswick site had 17 separate workshops, having at one time had nearly 50. A tanks hall would be made in one shop, placed on a low loader, and trucked to another part of the plant for machining. Some pieces were parted from a shop only to return later for further work. The stores were housed in a four-storey maze separated from the main production areas.

"The layout of machinery chaotic," says Boxall. "Some of it was related to pre-1900 activities. It was inflexible. Each shop was generally related not to the product but to the machines."

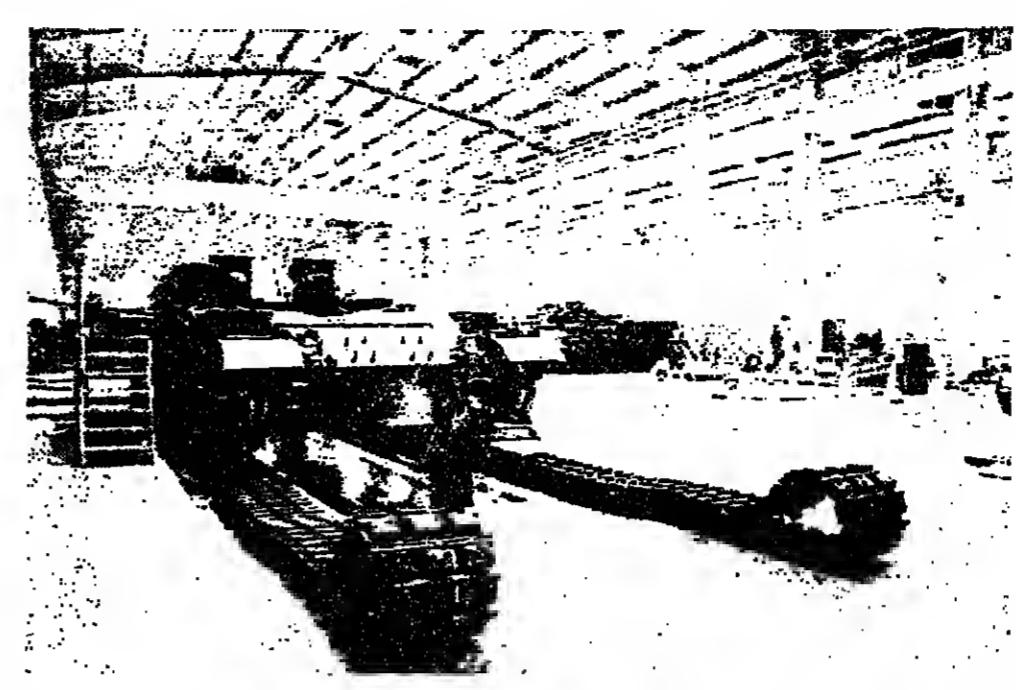
More significant as a cost drag were the paper work systems, Boxall's first report divided the business into 28 "tables" — selling, buying, designing, storekeeping, secretarial and so on. He found more than 400 people engaged in work which did not fall into any of these categories.

Every job ticket had to be recorded. It was all totally over-controlled. Ninety per cent of it was useless. Almost all the 450 we made redundant were part of the paper systems."

There was also a deep-seated sense of distance felt by one department from another. "We had people working in basement rooms and even sub basement," says Boxall. "Contracts and purchasing only talked to each other by memos from behind mahogany doors."

Mathews says the old plant was a piece from the Victorian era. "We had a range of disputes over conditions, water and coal. The plant was gradually decaying."

There was a piece-work system which Mathews says



Vickers' new tank plant: "open factory, not open plan"

created an "individual selfishness and negated any concept of team work. It was a bartering system with great inequalities."

The two most powerful manual groups, the boilermakers and sheet metal workers, not surprisingly tapped the system better than the others.

Boxall's second report, in February 1981, said the Elswick plant would make a yearly loss of £5m if it did not have a main vehicle order, irrespective of other outside contract work it was doing.

The paper he wrote looked at a number of options from within the business to building a new, low-cost general purpose engineering facility. The latter, provided manpower reflected order levels, would still make a profit even if it was operating at a third of its machinery-based output capacity.

A main part of the £7.5m project Dreadnought favoured by Boxall and agreed by the Board is encapsulated by the nine-foot-long strip of paper, in the convenor's office.

It carries hundreds of little drawings with neatly printed words like "Bogie brackets," "assy area," "Richards V. Borer," "Marwin 1/2/3" and "Bench."

This was the diagram of where every piece of machinery workbench and working area would fit in the new facility. The paper strip is really a workflow chart and all foremen were involved in its preparation. It turned brown with cigarette smoke — a tribute to the way shop stewards and

machines operators poured over it to add their contributions. The factory is a flexible tank manufacturing plant where fabrication, machining and assembly is done under one roof. The stores are integrated into the centre of the factory which, at 400,000 square feet, is only two-thirds as large as the buildings used at Elswick.

Even so, by increasing the workforce and introducing some new equipment, the new plant could produce more than double the possible output of four tanks a month at the old site. Its yearly beating bill is expected to be about £120,000 — a fraction of the Elswick plants.

## New control system

Parallel to the production area, which is now divided into 20 major production and work centres, runs the open plan office which is also the reception area. Here the personnel director sits among his staff. The chief buyer is only 30 feet away from the chief executive's all-glass goldfish bowl office.

"It's not an open plan factory, it's an open factory," says Boxall. "The walls are there to keep the rain out."

The convenor's office is a Portakabin on the shop floor and is a few feet away from the one used by the plant manager. All the former 53 paperwork systems have been ripped apart and replaced by a new production control system. The company had to compro-

mise on some issues. It wanted a common start time of 8 a.m. for all employees but hasn't managed to achieve it. Everyone clocks in with a card as a security measure, but the deal with the unions was that this would not be used as discipline

for various uses utterly distant from Sir Christopher Cockerell's target area of amphibious craft: the hover-mower designed by Flymo, a subsidiary of Sweden's Electrolux, is the most obvious example.

On the other hand, the development of the hovercraft itself is an exemplary instance of a successful design process, according to the authors of "Design and the Economy," a report published to coincide with today's opening of a major Design Council exhibition in London.

Under the same title, the exhibition and the report use both macroeconomic analysis and individual company case studies to make the case for better design as a lever to greater corporate success at home and abroad.

Among other claims made by the study on the basis of a series of sector surveys — notably among purchasers of machine tools and agricultural equipment — is that "non-price factors" such as performance, reliability and ease of maintenance account for over 50 per cent of buying decisions in many markets. In the case of agricultural machinery, where British products have been swamped by high-quality foreign competition, price ranked only eighth in the factors that influenced farmers to buy one maker's product rather than another's.

Continuing attention to design and re-innovation is a key factor in the success of West German and Japanese industry, the report suggests, emphasising that "incremental" innovation can often bring higher returns and is less risky than innovation of the breakthrough variety. Yet UK manufacturers seldom emulate their foreign competitors in this respect, the study continues. In particular, too few keep in touch with customers after they have bought the initial version of the product.

The exhibition is open until November 5. The report can be obtained, free of charge, from The Design Council, 28 Regent Street, London SW1Y 4SU.

turers concentrate more on these factors, they will risk being caught in a pinched movement of foreign competition between low-cost producers in the developing world, and high-quality products from the U.S., West Germany and Japan. Consumer durables, one of the eight product areas covered by the exhibition — the others are furniture, farm equipment, toys, electronics, engineering, mining and textiles — are not alone in facing this double-edged threat, warns the study.

Time and time again, the report emphasises the need for more British manufacturers to realise that the design process must continue even after a new product has been produced and marketed successfully. This is where the British Hovercraft company, part of the Westland group, has scored, say the authors.

The initial "AP.180" design has been re-designed and altered many times, emphasising, with no specifications being continually added to improve quality and performance so that market share can be maintained and increased.

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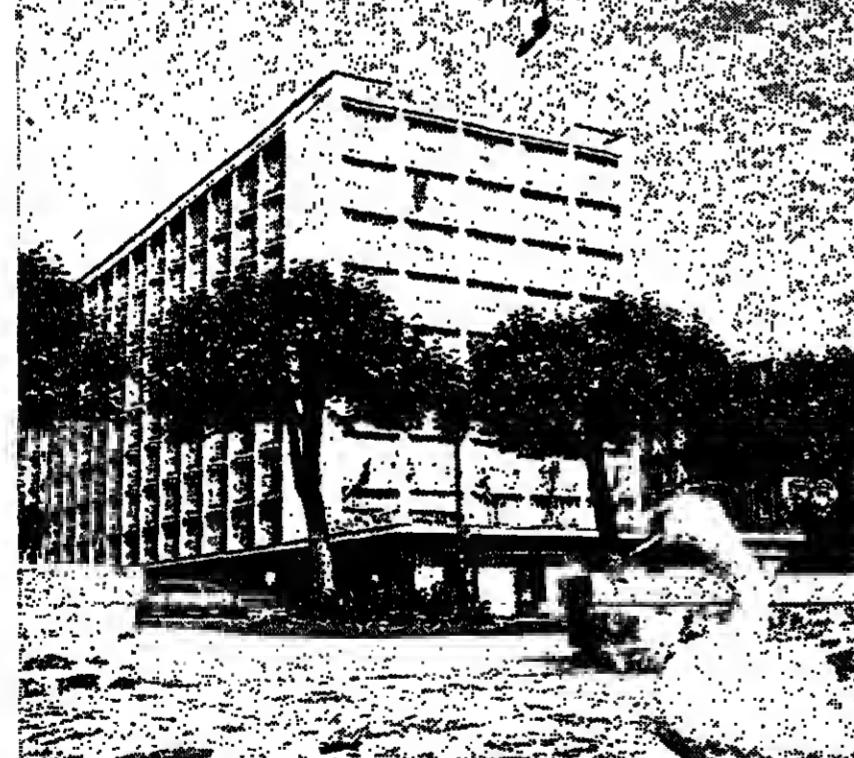
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Christopher Lorenz

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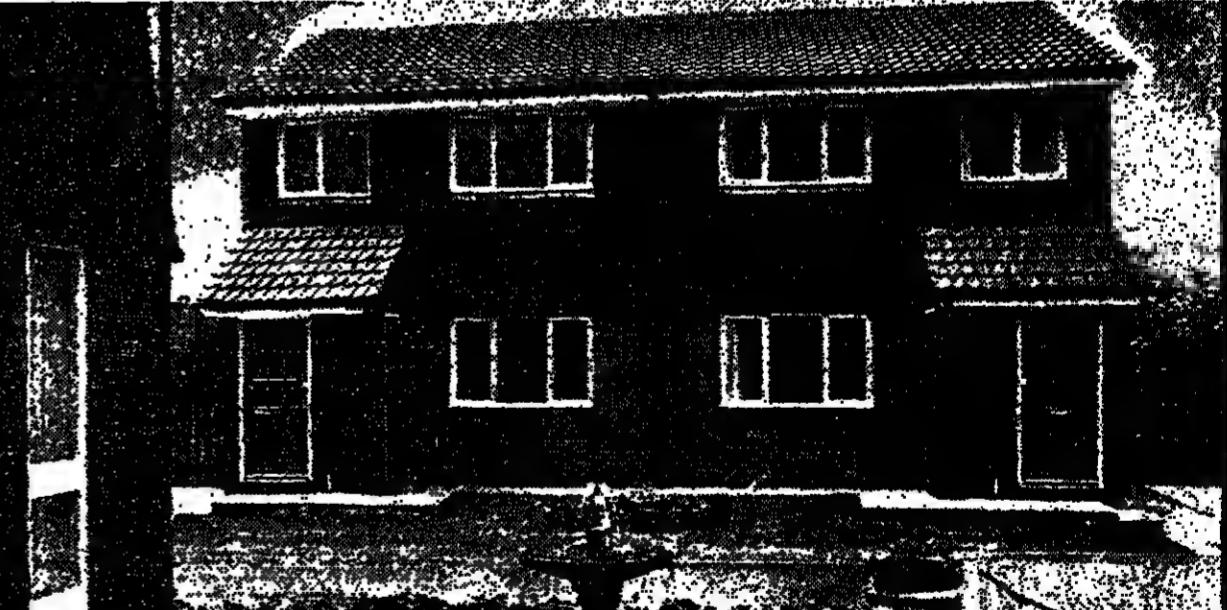


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## THE ARTS

Television/Chris Dunkley

## A gloomy view of the world

TO a programme maker the *Prix Italia* means the toughest and most highly respected event world-wide. It can match his skills against those of his peers from dozens of other countries. For a critic the occasion means the best opportunity of the year to compare what he sees week in, week out at home with what is offered to viewers in other countries around the world: from America and Russia to South Africa and Finland. The result of that comparison this year is far from encouraging.

Founded at Capri 35 years ago, the festival has this year (in the words of its secretary-general, Alvisi Zorzi, author of such books as *The Life of Marco Polo*) "returned to its origins." In 1948, RAI—Radio Italiana—invited members of 13 other broadcasting organisations to meet here and discuss the idea of an international award for radio programmes. In subsequent years the affair had indeed expanded. Long the television critics had invited the radio "new" and as it grew its bemused host, and in 1983 there are 62 television programmes from 30 countries competing for prizes in three categories: drama, music and documentary.

At the end of the first week all 19 music programmes have been shown and half of the 20 drama entries, which tend to be considerably longer; this year West Germany, Spain and Korea have entered works each lasting more than 120 minutes. We have all the documentaries still to come. Perhaps they will be full of gladness and light, though if past experience is anything to judge by that is extremely unlikely; drug addiction, pollution and warfare are the sorts of subjects usually favoured.

Assuming that is once again the case, the bizarre contrast so noticeable during the first week between the brilliance and

prettiness outside the viewing rooms and the gloom and ugliness during the drama screen within will continue. Capri turns out to be not a vacuous tourist trap which some of us cynically expected but a charmingly pretty island with white houses wrapped in bougainvillea and morning glory. To turn one's head on shore and the almost absurdly beautiful views of Vesuvius and the Bay of Naples which draw and to pad into the darkness of the viewing rooms in the adapted chapels and halls of the Certosa di San Giacomo for another larga dose of gloom and despondency seems perverse almost to the point of insanity.

The shortage of fun in British television and the tendency among programme makers to overlook the viewer's need for entertainment, contenting themselves on his "education" offering his preaching, psychological analysis and social comment (in drama anyway) has been noted here several times recently. So too has the emphasis on the more glum, ignoble, and melancholy aspects of life. It seems however, that such predilections are far from being exclusive to British producers.

On the contrary, the evidence from this festival suggests that all over the world programme schedules are a chock-a-block with all that is nastiest in the human condition: from political persecution to incest, from betrayal to necrophilia, from madness to murder—every imaginable sort of murder—we have been spared nothing this week in television's determination to show us the warts and forget the all.

Though we have seen only half the drama entries so far we have already watched an old man strangling his faithful housekeeper with his bare hands, it having been previously established that semi-strangulation was his sole means of achieving true sexual satisfaction. That was the climax of

a French entry called *Monsieur Abel*, which might have been made by Buñuel on a bad day. It appeared to suffer from a technical hitch causing the entire work to be seen through a screen which had been cut out of the film. The film itself, however, was not visible. The programme notes revealed depressingly that this was no error: "TFI wishes to point out that the blue monochromism is a choice of the director and of the image director in connection with the atmosphere of the dramatic programme." An "image director" would appear to be a lighting cameraman, and this one needs his head (or perhaps his eyes) examined, though you could argue that his perverse determination to eek out twilight could stand as a symbol for world television.

In the Finnish drama *Rouva* also we were required to watch a decapitation, resulting in a bright pink geyser of gore which spurted from the topless neck like oil from a gusher. To be fair this programme (one episode in a series endeavouring to rework the rumba singer's accounts of "The Age of Iron") was at least interestingly different in style from the all too realistic school of filmed drama which now dominates television.

While the killing and burning and pillage—and a final scene in which our Scandinavian hero slew a moose and proceeded to smugle down inside its carcass—were only too vividly realised, there were moments of magic. Not only did the location filming in the misty lakes and islands of Finland make for a mystical atmosphere, but from time to time the fantastic myths of the runes were weirdly re-created.

The only other exception to realism in drama has been the Swedish entry *Hej Du Himlen!* ("Hey You Heaven"), which attempted a virtuoso use of the studio to tell the story of the Russian revolutionary Alexandra Kollontay. The trouble here—as so often when any-

thing goes wrong with the broadcasters themselves might respond to this charge of undue gloom by suggesting that the viewer is well enough served for light entertainment in a whole host of programmes from *Winner Takes All* to *Hi-De-Hi*. There is, after all, an annual television festival in Montreux which is devoted exclusively to light entertainment. The *Prix Italia* on the other hand aims quite deliberately at the serious end of the spectrum.

But it is precisely this Hobson's Choice which is so disheartening: to be told you can have either gloom or mindless froth is really not good enough. It must surely be possible to produce "heavy entertainment" (though the overtones of that are admittedly unfortunate) of a sort which has always been familiar in the cinema but which television so rarely attempts for itself.

I suspect that in Britain the reason for this lack can be traced to television's formative period in the late fifties and early sixties when the Angry Young Men washed away the material of Priestley, Coward, Rattigan and so on in a flood of scorn, making way for the theatre of cruelty, "politicised" drama, feminist plays and what not. It is far from encouraging to realise now that the rest of the world seems to be following suit.

It is unlikely that the reason for this lack is in the metal, non-verbal

language of Jacques Tati. Not quite non-verbal, not quite musical. Like Tati they use speech for sound effects rather than sense, to underline character and intensity mood rather than narrative. Language itself is an aspect of character-painting: Englishness is as integral a part of the

toothy wimp as physical reserve and emotional garrulity. His mother, a fondly fussing old lady, is perfectly represented by Italianate clucking and cooing.

A stranded observer from outer space, more Billy Bunter than ET, provides props and sound effects, unseen by the visitors to a beach. These include a lady librarian given to telling unfunny stories, and Annabel Arden's telephone impersonations, there is little to say.

Marcello Magni adds genial Italian volubility to several parts; and Simon McBurney's confused mangled of scriptural references recalls more coquettishness.

An excitable ice-cream vendor, a

tional revenue material. The show flashes into something like originality in a tremulous exchange between drip and spinner. Strangled politeness over a proffered thermos of tea is intercut with imagined asides of frenzied passion and liberating social coarseness while the rest of the company freeze.

The main impression is of stock situations developed adeptly and unassumingly. Ms Gordon and Mr McBurney especially look like gifted comics, but they need meatier parts: more protein and less precious.

Music/Monday, Opera and Ballet/Tuesday, Theatre/Wednesday, Exhibitions/Thursday. A selective guide to all the Arts appears each Friday.

## Put it on Your Head/Almeida

Martin Hoyle

Illington continues in its unlikely role of outpost for Gallic culture in its more arch forms. Not that *Theophile de Cimplotide* is French; but its four founders met while studying drama in Paris and have channelled their work on the metal, non-verbal

language of Jacques Tati.

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toothy wimp as physical reserve and emotional garrulity. His mother, a fondly fussing old lady, is perfectly represented by Italianate clucking and cooing.

All this is so gently tenuous as to grind to a torpid halt after a bare hour and a quarter. Once you have admired Fiona Gordon's contorted gentility as the spinner struggles out of her stockings and Annabel Arden's telephone impersonations, there is little to say.

Marcello Magni adds genial Italian volubility to several parts; and Simon McBurney's confused mangled of scriptural references recalls more coquettishness.

An excitable ice-cream vendor,

an old lady, and two prissy woman-haters in flowered wigs complete the gallery.

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## FINANCIAL TIMES

BRACKEN HOUSE, CANNON STREET, LONDON EC4P 4BY  
Telegrams: Finantime, London PS4. Telex: 8954871

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Wednesday September 28 1983

## Farmers and taxpayers

The game is up for Europe's farmers. That was the message given last week to a British farming conference by Mr Graham Meadows, adviser to the president of the Brussels Commission. He warned that farmers could no longer ask the taxpayer to subsidise them to produce something which no one wanted and then expect him to pay even more to dispose of it. There were too many other demands on the Community Budget. Agriculture could not be exempt from the painful adjustments caused by economic circumstances which other sectors were going through. Farmers had to come to terms with a new political and financial situation within the Community.

The fighting talk is part of the Commission's campaign to convince politicians and the farming lobby that, this time, reform of the common agricultural policy cannot be evaded. The Community will run out of funds next year unless the cost of the CAP is brought under control; member governments, particularly the UK and Germany, are unlikely to agree to make more funds available in the absence of a CAP reform. The Commission's proposals include penalties on over-production in the dairy sector, a tax on vegetable oils and a reduction of consumer subsidies.

Comics are already suggesting that the latest attempt at reform, like its predecessors, will be whittled away in the bargaining which takes place between now and the Athens summit in December. The usual compromise between divergent national interests (including Britain's determination to reduce its net contribution to the budget) will produce an outcome which falls well short of the Commission's hopes. But the more fundamental question is whether the Commission's plan goes anywhere near far enough.

### Excessive costs

The time has surely arrived when a start must be made on a root-and-branch reform of the CAP. The irrationalities and excessive costs of the policy have been apparent for years. Far from being the bond which holds the Community together, it has become a source of friction and ill-will both within the Community and between the EEC and its trading partners.

The irrationality stems from the use of high, guaranteed prices for unlimited production, together with strict curbs on competing imports. The result has been to expand output far beyond what could be justified on the basis of comparative

advantage and to force consumers to pay higher prices than they need.

According to a report published last week by Agra Europe, food prices at the farm wholesale level are roughly 10-15 per cent higher than are justified by the production costs of the efficient part of EEC agriculture. Large quantities of grains, beef, dairy products and sugar could be imported from third countries with considerable advantage to the consumer. Moreover, as the same report points out, the right price policies cannot even be defended on social grounds. The CAP has not protected the incomes of small farmers; rural poverty persists, especially but not exclusively in the more remote communities.

### Safety net

The right long-term solution is a free market in farm products together with income support for farmers who need it. Such a system would satisfy two key requirements laid down in the Treaty of Rome—to provide a fair standard of living for agricultural communities and to ensure that consumers pay reasonable prices. The most that would be needed is a safety net to prevent a price collapse in times of glut.

The Agra Europe report suggests that out of the 5m people described in EEC statistics as farmers, there are between 1m and 1.75m who do not earn enough to maintain a reasonable standard of living. It would be possible, though difficult, to devise income support arrangements for this group which would not discourage modernisation and a continued gradual decline in the size of the farming population. There are valid social objectives within the CAP, but the price mechanism is the wrong way of achieving them.

This approach, which is hardly novel, will be dismissed as unrealistic. The well-organised producer lobbies will try to ensure that, whatever penalties may be imposed on over-production, high intervention prices remain the cornerstone of the CAP and EEC agriculture continues to be insulated from the world market. Yet it must be doubtful how long agriculture can retain its privileged position at a time of intense pressure, not just on the EEC budget, but on national budgets as well. It is time for governments, so long in thrall to the producers, to bring the interests of taxpayers and consumers to the fore.

## Management in the Civil Service

THERE ARE two views about the possibility of improving the performance of Britain's Civil Service. The optimists say nothing can be changed overnight; the pessimists say nothing can be changed.

The difficulty in recent years has been that insistence on change emanating from the very highest political levels, namely the Prime Minister and her immediate circle, has often been thwarted by senior defenders of the status quo within the service itself.

For this reason it is difficult to understand the single-minded achievements of Sir Derek Rayner in getting to grips with efficiency and effectiveness in the Civil Service. Apart from his experience in Marks and Spencer, one of the country's best run companies, Sir Derek had useful previous knowledge of government notably in the Ministry of Defence. With a mixture of energy and guile he was able to beat the Whitehall machine at its own game.

The Prime Minister, whose commitment to slimming down and toning up the Civil Service is said to be as resolute as ever, now has a new mandate and a new personal adviser on Civil Service efficiency, Sir Robin Ibbes, former head of the "Think Tank" and a director of ICL.

### Incentives

It is in this context that today's *White Paper* on "Financial Management in Government Departments" gains its true importance. At first sight it is a rather loose restatement of laudable objectives which have been advocated in one guise or another since Fulton and earlier.

Nevertheless, the repetition of objectives such as better management of administrative and programme expenditure and the establishment of cost centres with middle-ranking civil servants taking full managerial responsibility for their own budgets can hardly be overdone. The fact that the progress reports from indi-

vidual government departments imply that all too many still must "try harder" is the crux of the principle. But it does underline that a powerful head of steam needs to be sustained at the highest level to push and pull recalcitrant departments into action.

Tucked away—almost thrown away—in an appendix to the paper is a key paragraph: "Sharpening the incentives to good performance". It is the clearest government commitment yet to relating pay to performance. This desirable and overdue recognition of merit needs careful implementation in the context of other recommendations made in last year's report by the committee chaired by Sir John Megaw on Civil Service pay.

There are other, equally important ways of sharpening incentives. One is to instil in line managers a sense of a worthwhile job well done and appreciated; another is to try to revive morale which has been deflated through a combination of persistent ministerial and prime ministerial carping and indiscriminate sacking of a very few axe to wield the service to £30,000, its smallest since the mid-1970s.

Speculation now centres on a further 5 per cent cut in staff across the board. But Mrs Thatcher has in her grasp an opportunity to reshape the Civil Service and its culture without union confrontation.

The development of the financial management structures outlined today, with the Ibbes-Rayner efficiency unit pricking and prodding, could help the Civil Service to improve its effectiveness while simultaneously highlighting scope for rational manpower cuts. The unions, which have never resisted the intellectual force of this approach, might well be more willing to help if the blunt 5 per cent axe, and the irrational cuts, it implies, are unused but known to be in the wings.

Morale would revive, together with public esteem for the Civil Service as a worthwhile career.

"If you're not careful as a minister, you can find yourself the singular head of the bureaucratic machine, moving relentlessly in the direction the machine wants . . . it's a very important requirement that you should be able to identify this phenomenon and decide at what point, if any, you wish to assert your own influence."

THUS Mr Michael Heseltine, who nine months ago was elevated to head what is Whitehall's largest, and certainly its most complex, bureaucratic machine. He was brought to the Ministry of Defence last January, initially to stave off the tide of anti-nuclear protest in the run-up to the General Election, a job he did with gusto and much success.

But the task that now faces him—and for which he was also singled out by Mrs Thatcher—offers much less chance of immediate or dramatic results, or of such ready political rewards.

Heseltine's description of the dilemma facing any Whitehall minister is especially apt for his own task at the MoD. Its

put the armed services at 321,000. The MoD's home-based civilian staff after a 16 per cent reduction since 1979 should stand at 200,000 by next April. Then there are an additional 32,500 civilians overseas.

This year's budget is nearly £16bn, making Defence the biggest spender after Social Security (£32bn). Of this £16bn, £7.2bn will go on weapons and equipment—by its own estimate the ministry is the largest single customer of British industry.

It accounts for about half the output of the aerospace industry, and one-third that of electronics and shipbuilding.

The MoD supports 242,000 jobs in British industry directly, and another 183,000 indirectly, while at any one time 10,000 British companies are working on defence contracts.

Heseltine decided long ago that if ministers were to manage—to act as a counterweight to the bureaucratic mind—the first priority was to have information about what was going on.

He is convinced previous attempts to reform public sector management failed "because there is no detailed capacity for the people at the top to know what is happening." Hence his key tool is what he terms the Management Information System for Ministers, or Minis which was first introduced in the Department of Environment in 1980. "Minis is the only way I know in which the debates between ministers and the machine can be conducted on an equal basis."

It seems astonishing that the information being collected through Minis was not available in any other systematically collated form, but apparently it was not. It's one of the ironies of a ministry: precise staff numbers and their costs, plus the responsibilities, objectives and performance of all managers in every department.

Heseltine is cast in a very different mould from Healey. But, like the veteran Labour MP, he has all the skills of a consummate politician. Talking about the massive ministry over which he now presides he gives no hostages to fortune and lets slip no comment whatever about his impending battles with the Treasury over this year's spending review.

Above everything else he knows that it will take all the willpower he can muster to change the bureaucracy without in the process being swallowed up by it. No one, he told Parliament in July, can approach managing the MoD without an "awesome appreciation of its scale."

By any standards the Ministry is huge, in effect a federation of five separate departments; the semi-autonomous army, navy and airforce, the 43,000-strong Procurement Executive which buys the forces' weapons and equipment, and the central administration. Latest figures

so far are the 156 under-secretaries or two-star service appointments at headquarters. These are the men "who will ultimately each have at least a half-hour session with Heseltine himself. The 750 assistant secretaries and one-star officers working under them have also been assessed. This, the Minis unit reckons, covers the activities of some 34,000 headquarters staff.

Rather less detail has been sighted so far on some 200,000 other staff further down the line in support organisations like arms warehouses. At this operational level the questions are more basic, designed to highlight cash and cost controls.

Apparently about 70 per cent of those responsible for the MoD's 500-odd executive operations do

know their costs, but not many have formed budgets in the

strategic sense the Secretary of State would like.

At all levels, Heseltine is trying to identify areas of weakness.

Those questioned in detail

ample, that the DoE had 11 headquarters buildings in London and suffered a reduction to 10. Going no further west the Fuchsians had so far counted 25 in the MoD. The figure was "astronomic" not only in London but "all over the world," he said "and there is no fighting capability in much of that."

At its simplest, Heseltine says, Minis is designed to describe the MoD's cost, people and functions in a form which everyone in the ministry can understand and "can therefore discuss without the sort of purple passage language" which normally accompanies such dialogue.

But he recognises that the system can only operate properly if all senior managers use it.

Clearly the more fact of defining what they do helps senior civil servants' awareness of their own responsibilities, as does the probability that they will be questioned by the minister. He also believes that

At least one of the day, and the company was delighted to discover that this was one fruit not already bespoiled by other computer makers, or registered in anticipation of designs to come.

### Mother's view

Strong language, violence, alternative lifestyles, catering to minority tastes—just the sort of things you might suppose, that would upset the tidy standards of the Mothers' Union.

But no, Chazza 4, familiar to controversy in its early days as Britain's newest entrant to the small screen stakes, has been given a maternal seal of approval by the MU.

"We haven't got a Mary Whitehouse axe to grind and we're a lot more liberal than the MU," asserts the MU's All of which is good news for Barbara Hockney, information head of the Independent Broadcasting Association and due to speak at an MU seminar today on broadcasting.

In spite of much public fuss about some of the Channel 4 programmes, the union members have some complimentary things to say about its offering.

It is a pleasure, if novel experience for Jeremy Isaacs, C4's chief executive, to find himself firmly cast on the side of the angels.

### Clear order

From Andorra comes the story of the window cleaner who asked an old lady if she would like him to clean her windows. "That's very kind of you," she said. "But only on the inside—I don't want nosy parkers looking in."

Rosenbaum made quite a

process is already revealing "quite a lot of latent, high class managers."

Heseltine expected and found resistance from officials at first but says co-operation has since been exemplary. He leaves the impression, however, that he would have gone ahead any way.

An official tells the tale of a senior colleague who wrote on his Minis form that his objectives for the future were to be left alone. "Everyone wants to be left alone," Heseltine says. But he adds, somewhat icily, that he could not stand up in Parliament and say "I haven't enquired into Mr Jones' activities, because on beginning to do so, he said 'please leave me alone.' Parliament would not understand that. And, to be frank, neither would I."

In July the Treasury cut £240m from this year's defence budget without his knowledge, only hours after he had publicly introduced the Defence White Paper. In recent weeks, the Treasury has made it clear that the defence budget is again a prime target, not just in the current year but, more importantly, in the years ahead.

The big battles will be over whether Britain's commitment to Nato to increase spending by a real 3 per cent a year is to be renewed after 1985-86—as well as over whether, also after 1985-86, the Falklands, this year costing £224m will be funded by the Treasury in addition to the normal defence budget. Heseltine says of the Treasury: "I don't know what they are

### The Treasury has a gatling gun mentality

going to argue and I don't know who's going to prevail. How can I? So there is no use speculating in public about it."

He only let the visor slip for a moment during his interview. "I think people are pretty aware of the way the Treasury operates," he said. "They have a gatling gun mentality. They just sweep the arc and see what falls off the trees. I shall never be forgiven for that," he added a little ruefully.

Leaving a lasting impression on such a self-willed organisation as the MoD must be among the more daunting tasks in British politics—it is hardly surprising Heseltine rarely lowers his guard. He will not be drawn either on questions of broader defence strategy—though he makes it perfectly clear he has no intention of changing any of Britain's major commitments to Nato.

But pressed again to detail precise aims it is the politician who answers. He does not believe in publishing targets—even in broad terms. "Those would be broad targets. The broader the target, the easier to hit."



"I cannot stand up in Parliament and say I haven't enquired into Mr Jones' activities because he said 'please leave me alone.'

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**Observer**

## BRITAIN'S DEFENCE MINISTRY

# Heseltine's £16bn challenge

By Bridget Bloom, Defence Correspondent

BRITAIN'S DEFENCE MINISTRY

## ITALY'S HEAVY INDUSTRIES

## Craxi picks up the axe

By James Buxton in Rome

**THE MOMENT** of truth has arrived for Genoa. Each day the newspapers speak of its "agony," for the Rome Government is now intent to make further cuts in the steel and shipbuilding industries which are two of the city's biggest employers. The unions are preparing to paralyse the city in a 24-hour general strike tomorrow.

About 10,000 Genoa jobs in steel, shipbuilding and mechanical engineering have been earmarked to disappear as plants are closed in the next few weeks. There are 11,000 in IRI, the state industrial holding company and amount to a quarter of IRI's workforce in the city. Job losses in companies that depend on the plants to be closed are inevitable, too.

That might seem something less than agony by comparison with the redundancies and decline in Liverpool. Indeed, Genoa still has among the highest standards of living in Italy. But Italian cities are not used to this sort of thing. The effects of the world recession have been mild compared with, say, Britain, and nothing has been more cushioned than the state sector.

It is Genoa's misfortune that its is its biggest employer, that its industries are mostly traditional, and that the relative decline of the past few years has been masked by the continuing generosity of Rome. The classic symbol of decline is Genoa's fine-looking port, Italy's biggest.

Restrictive practices, untouched by years of complacent management by political place-men, are such that Genoese importers have been known to bring in goods via Rotterdam.

Now Sig Bettino Craxi, Italy's first Socialist Prime Minister, is having to confront the consequences of years of shelving serious economic problems by his predecessors. In the past 10 days IRI has told the unions that it intends to cut the national workforce of its steel subsidiary Finsider by 25,000—more than a quarter of its 92,000 strong steel workforce. Finsider, its shipbuilding subsidiary, is planning 6,800 job losses. Ansaldo, the electro-mechanical engineering group, wants to shed 3,000 workers. ENI, the state energy holding company, plans 6,500 cuts in the chemical industry, mainly in the south and Sardinia. Most of the



Sig Craxi, the Italian Premier, and the Finsider plant in Genoa

figures are kept a little vague. No final decisions have been made and nothing has been agreed with the unions. However well over 50,000 people may find themselves affected by the cuts in the coming years.

Successive Italian Governments tried to stave off the effects of recession, with the result that the public sector borrowing requirement soared to almost 16 per cent of GDP last year and is expected to go even higher this year. The Government's apparent lack of urgency in reducing it is beginning to worry the financial markets.

Though Governments failed for three years to do much about the economy, industryists in the private sector brought about something of a transformation. A strike at Fiat in 1980, which the management won, halted a cycle of declining productivity and profits for large private industry. Since then the big private sector companies have become more confident, efficient and bolder in cutting their labour forces, while avoiding serious clashes with the unions.

In this the state has provided a helpful, if expensive, cushion. Employed by big companies it is hardly ever made redundant. Instead, excess workers go on permanent lay-off, on about 90 per cent of their normal wages, of which the state pays the lion's share. In many cases this kind of first class unemployment pay lasts for years.

The state has also unburdened some of the big

private sector groups of their worst albatrosses. IRI last year took over Fiat's steel subsidiary, Teksid. ENI this year bought many of Montedison's primary chemical plants.

But with some notable exceptions the state sector companies did little to rationalise their own affairs. IRI's losses this year are expected to reach £3,000m (£124m). Last year it was £6,727m on sales of £37,760m, and the company's debt at the time was only slightly less than its turnover at £35,800m.

Two-thirds of this stupefying deficit is due to the steel industry. IRI's steel holding company, Finsider, has lost £5,000m in the past three years and this year alone is heading for a record loss of £2,050m, on sales of over £10,000m. The other major component of the losses is Fincantieri, the shipbuilding arm which has been hit by the world shipbuilding slump, but until now has done little to reduce its payroll.

Though the steel industry has been losing money for years, it was until a few months ago regarded as almost sacred. The creation of vast modern integrated steel complexes on coastal sites was seen when it was embarked on in 1971, one of the best ways the state could contribute to reviving Italy's economic backwaters. Later it was a way of helping the impoverished south. The logic of the plan created its own momentum so that expansion of the big centre at Taranto in the south ended only in 1976, and it was only in 1979 that the

idea of building another big centre in Calabria was dropped. Last year the IRI decided a state of "financial crisis" in steel. By that time Italy had a steel capacity of 36m tonnes, the second biggest in Europe after West Germany.

For a long time the EEC supported and assisted the great Italian expansion, and until 1981 Italian steel consumption was rising, though much of it was being met by imports—since the country is deficient in production of high value flat products. Both the politicians and the unions had so much capital tied up in the state steel industry that closures were unthinkable.

Finsider attributed its losses to the colossal interest payments caused by the Government's inability to capitalise it adequately. The argument, however, diverted attention from the industry's manifest inefficiencies, and from the fact that it is now running at less than 60 per cent of capacity.

Until this year Italy virtually ignored EEC requests under its steel regime to make reductions as almost sacred. The creation of vast modern integrated steel complexes on coastal sites was seen when it was embarked on in 1971, one of the best ways the state could contribute to reviving Italy's economic backwaters. Later it was a way of helping the impoverished south. The logic of the plan created its own momentum so that expansion of the big centre at Taranto in the south ended only in 1976, and it was only in 1979 that the

outcry, the Government in effect agreed, subject to various provisos, including the division of the state that meant greater reductions by the private sector, where most economically feasible cuts have long since been made.

The new Finsider plan was presented to the unions by Sig Romano Prodi, chairman of IRI since 1981, after he had secured Sig Craxi's backing. The plan entailed, as expected, drastic closures in blast furnaces and steel-making capacity at the Corigliano plant at Genoa and closures and reductions at other steel plants, including the Bagnoli complex on the outskirts of Naples, which is now largely closed on a "temporary" basis.

IRI's idea is that the surplus 25,000 men could be given early retirement at the age of 50 (and 23,800 of Finsider's workforce are over 50 anyway). This would avoid putting them on state subsidised lay-off, but would still cost the Treasury about £800m and require special legislation.

The unions are not fiercely opposed to early retirement in the steel industry, but they see the issue as only one element in the bargain they hope to reach with the new government. They want lavish financial help to create jobs in places like Genoa, Naples and Sardinia which will be hit by the job losses in the pipeline. They also want a plan to give work to 200,000 young people, particularly in the south, and a decisive say on what the Government does to cut social security benefits and pensions.

In return, they would accept the wage restraint proposed by the Government—that real hourly wages should not increase for three years.

The trouble is that this means speeding more money out of the steel regime to make reductions in its state sector capacity, at a time when other countries were closing (among them, much older) plant. Steel employment has fallen only 4 per cent to 92,000 since 1974, while Britain cut its workforce by 45 per cent and France by 41 per cent.

Brussels decreed at the end of June that Italy must cut 6.5m tonnes of capacity by 1985, all but 1m of it in the state sector. Despite an initial

regulation were meeting the needs of the securities market. In 1980, it set up the City Capital Markets Committee covering some of the same ground as the CSI.

The really significant change is that the Bank has become much more active in all the developments that are taking place in the securities industry, sometimes operating in an undivided relationship with other committees, shackled in coalition with a Christian Democrat Party still uncertain whether it is a party of economic rigour or largesse, and with the Communists offering strong opposition from the left.

If the Craxi Government fails, the economic and political consequences could be dreadful.

The users of the market are fragmented. They seem to have appreciated the value of the CSI as a body where they could have an effective voice, as happened in the regulation of

## Council for the Securities Industry

## A case that should not go by default

By Sir Alexander Johnston

Chairman of the CSI

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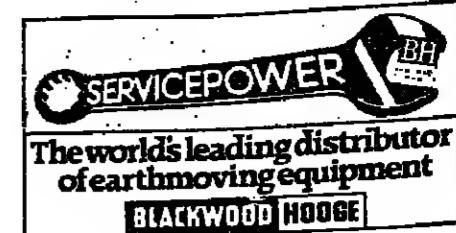
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For details of industrial development sites contact Gareth Isaac or Tony Parker, Dept FT, The Civic Centre, Newport, Gwent, Tel: (0633) 56906

Wednesday September 28 1983



## Lebanese ceasefire marred by clashes

By Patrick Cockburn in Beirut

PALESTINIAN guerrillas exchanged fierce artillery fire with Syrian forces at the Bedouin refugee camp in north Lebanon after a Palestinian clash in which up to 17 guerrillas were reported killed.

On the second day of the ceasefire, the Lebanese army and gunmen in the south-east outskirts of Beirut clashed leaving at least one Italian paratrooper injured in the crossfire.

Efforts to form a military committee from the Lebanese army and belligerent groups to arrange for the appointment of as many as 600 UN observers ran into difficulties.

Its first meeting was delayed because of the difficulty of finding a neutral place to meet and some factions had not decided on their representative.

A meeting between the leaders of different parties in Lebanon is due to start once the ceasefire is seen to have taken hold, though it has not been decided where it will meet.

Tension has also eased in the southern suburbs of Beirut, the stronghold of the Shi'ah Moslem sect, where there have been clashes between the army and local militiamen. Amal, the Shi'ah political grouping, controls almost all the area, which contains up to 600,000 people.

Although there were plenty of militiamen on the streets yesterday, both in military and civilian clothes, there were no exchanges of fire with the army.

Nevertheless, the inability of the Government to exercise any authority over about half of the population of the capital clearly weakens President Amine Gemayel's authority.

Any move by the Lebanese Army into this area, stretching past the U.S. marine positions to close to a hilltop suburb controlled by the Druze, could lead to a breakdown of the ceasefire.

Amal, led by Mr Nahib Derr, has kept a certain distance between itself and the rest of the Syrian-backed opposition, but its arms all come from Syria.

Ten Amal gunmen were cleaning their guns yesterday in a ruined house only 100 yards from a U.S. artillery battery of 155mm guns pointing at the hills.

In any clash, the Americans would find it difficult to defend themselves, and the use of their heavy guns against the close-packed slums would cause heavy civilian casualties.

Amal leaders are adamant that the army will not be allowed to enter their strongholds. Their militiamen, although short of heavy weapons, are highly motivated.

## Reagan urges boost for IMF funding

Continued from Page 1

The Fund to show that they will continue to co-operate with the institution.

He also made it clear that the Fund would be calling on the richer members for further loans in future years. Although he gave no figures, IMF staff privately estimate that up to \$6bn might be needed in 1985-86, in addition to the 1984 loan now being negotiated.

Although several countries including the U.S. and West Germany have been calling for a reduction in the general scale of activities of the Fund, M de Larosière made it clear in his speech that the "realities of the time" required that the substantial lending available to debtor countries under the so-called "enlarged access" facility will need to continue.

It was mainly because of M de Larosière's insistence that ministers were forced to continue talking into the small hours of Monday to agree a new formula for the scale of lending for the Fund in 1984. Their compromise will enable the IMF to increase overall help to countries in special difficulties by about 20 per cent.

## Eastern 'to go bankrupt' if wage cut is refused

By TERRY DODSWORTH IN NEW YORK

EASTERN Air Lines, the fourth largest U.S. carrier, threatened yesterday to follow Continental Airlines into the bankruptcy courts if a 37,500 employee refuses to accept a 15 per cent pay cut.

The challenge comes only days after Continental took the unusual step of filing for the protection of the courts under Chapter 11 of the bankruptcy law, in a preliminary step aimed at lowering its wage commitments.

Mr Frank Borman, the former astronaut who is Eastern's chairman, told employees that if the company did not obtain significant cost reductions it would have to adopt the same policy or close.

The move provides further evidence of the financial strains that have spread across much of the

U.S. airline industry during the past year. Eastern, which operates mainly on East Coast routes, has suffered from sagging demand at a time of rapidly escalating wage commitments.

Only six months ago it agreed to a pay and benefits package giving its machinists an increase of almost 30 per cent by the end of next year, and it is facing strike threats by 5,800 flight attendants in the middle of next month.

Yesterday the machinists and the company's 4,000 pilots rejected the pay cut proposals. The pilots recorded a vote of no confidence in Mr Borman - who has himself promised to cut his own annual salary of \$331,000 to \$11.

Eastern's finances have also been undermined by a three-year se-

quence of losses amounting to a net total of \$158.2m by the end of last year. Since then it has run up a further \$10m deficit.

Michael Donne, Aerospace Correspondent, writes: If Eastern closes or files for protection under Chapter 11, it could cause serious financial difficulties for U.S. aerospace and aero engine companies, several of which are involved with Eastern's fleet re-equipment programme.

Rolls-Royce could be particularly affected, as its RB-21 engines are used in Eastern's fleet of 28 Lockheed TriStars, all of which are in service, while its 535 engines are used in the fleet of Boeing 757s now in process of delivery.

The takeover is part of a deal under which Texaco is to buy much of the refining and marketing assets of Standard Oil of California (SoCal) in north-west Europe. Chevron is a SoCal subsidiary in West Germany.

The Cartel Office said yesterday that it would examine the West German aspects of the deal very critically, but it was too early to indicate what attitude it would take. A decision might take three or four months.

Texaco's takeover of Texaco is to be completed by a West Berlin court, but the scope for legal appeals has not yet been exhausted.

A Texaco takeover of Chevron would increase its involvement in petrochemical marketing. At present, Texaco operates more than 2,300 petro stations and Chevron about 400.

Texaco said yesterday that the company would continue to streamline marketing by closing uneconomical petro stations. But it was not yet possible to say how this would be done. Chevron operations would affect the position.

The number of petro stations in West Germany has been steadily falling. At the end of last year, the country had just under 23,000 petro stations, less than half the number in 1969.

For the last few years the oil companies have reported heavy losses on refining and distribution in West Germany, because of intense competition and overcapacity.

The companies have had difficulty pushing through price increases because of competition from petro stations.

In the latest price move, Aral - the biggest chain of petro stations - has just lifted petro prices, after a decline in recent weeks as the holiday season came to an end. Other oil groups say they have not yet decided about price increases.

Another source of worry may be that the rise in pre-tax profits stems from Northern's skill at keeping stocks rotating smartly, rather than from any improvement in its trading margins. Northern's interest account has swung round by about £2m in the past 12 months and the balance sheet is now completely clear.

What may need to be sorted out before the shares turn round is the outlook for Excel in the U.S., still in loss because of development expenses, and for the incoming orders to replace workloads which will start to run off as the Heysham and Torness contracts finish next year.

With the bulk of the rationalisation programme now complete and production running at perhaps 85 per cent of available capacity, steel has reversed sharply to a net profit of \$10.6m for the quarter, despite a fall in overall tonnage, and group profits are up 42 per cent at \$124.8m.

With a difficult wage round ahead, the steel division is not certain to stay in the black for the full year. But, after the haemorrhage of recent years, at least the cash bleeding should be stemmed. And, with BHP's share of the monumental Utah acquisition still to be financed, cash generation must be top of the group's list of priorities.

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## Germans to probe Chevron takeover

By John Davies in Frankfurt

THE FEDERAL Cartel Office in West Germany intends to look closely at plans for Texaco to take over the petro distribution interests of Chevron.

The takeover is part of a deal under which Texaco is to buy much of the refining and marketing assets of Standard Oil of California (SoCal) in north-west Europe. Chevron is a SoCal subsidiary in West Germany.

The Cartel Office said yesterday that it would examine the West German aspects of the deal very critically, but it was too early to indicate what attitude it would take. A decision might take three or four months.

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To enable France to make what

President François Mitterrand called yesterday "the great leap for-

ward," the Government is launching

a number of new ventures to

support the development of the sec-

tor.

Priority will be given to electronic

ventures in the recently arranged

state fund for the modernisation of

French industry; a robotics plan is

soon to be approved by the cabinet;

the public sector purchasing methods

are to be simplified for electronic

orders by reducing bureaucracy.

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## Amex launches \$773m bid for Alleghany unit

BY PAUL TAYLOR IN NEW YORK

AMERICAN EXPRESS, the rapidly-expanding financial services group, is to pay \$773m in cash and stock for Alleghany Corporation's main subsidiary, Investors Diversified Services (IDS).

The announcement marks the resurrection of a deal which American Express originally made public in July but abandoned the following month.

Under the terms of the earlier deal, American Express would have swapped just \$1bn in stock for most of Alleghany's assets including IDS, which is a major mutual fund manager and insurance group with \$1.3bn in revenues last year, and MSL Industries, a steel products company.

That deal apparently fell through after American Express had second thoughts about the price it was paying and about other aspects of the agreement. However, at the time American Express held out the possibility of reaching a new agreement on different terms and conditions.

American Express and Alleghany said they have now signed a definitive agreement providing for the

merger of IDS and an American Express subsidiary. Significantly, the new agreement excludes MSL Industries.

Under the terms of the new deal, Alleghany will receive 11.5m American Express shares which, based on Monday's closing price of \$37.4m a share, would be worth \$435.5m together with \$387.7m in cash.

Although the total package is less expensive than the earlier proposal, it still values IDS at considerably more than its \$45m book value.

However, American Express said it regarded the restructured deal as an improvement for three main reasons. First, "it enables American Express to acquire only the asset it wanted, IDS, an asset which complements American Express's existing business." Second, it "involves substantially less American Express stock," and third "it is structured as an asset purchase rather than a pooling of interest."

Mr James Robinson, chairman and chief executive of American Express, said: "We are delighted IDS will become a member of American Express. The revised transaction is very good news for Alleghany, IDS

and American Express." The agreement was also welcomed by Mr Fred Kirby, chairman and chief executive of Alleghany.

The deal, which is still subject to shareholder approval and various other conditions, but which is due to be completed early in January, marks a major move by the American Express group into the middle market for financial services.

IDS has a substantial sales force

marketing a variety of insurance and annuity and investment products on a nationwide basis to middle-income families. The company is also the investment manager and principal underwriter for 14 publicly offered mutual funds and has total assets owned or under management of around \$18.6bn at the end of the first quarter this year.

For American Express, the acquisition will represent a further substantial expansion of its financial services empire which already includes its car operations, travellers' cheques, travel insurance, brokerage through its Shearso American Express subsidiary and international banking.

## Alcan UK bounces back into black

By Ian Rodger in London

BRITISH Alcan Aluminium surged back to profitability in the first half of 1983, mainly because of cost cutting and a successful rationalisation programme launched since the merger of Alcan Aluminium (UK) and British Aluminium last December.

However, the company, now wholly owned by Alcan Aluminium of Canada, is not considering reopening the primary smelter at Invergordon in Scotland, closed nearly two years ago by Baco, and has received no approaches from groups interested in rehabilitating the plant. Speculation on a reopening has mounted in recent weeks because of the sharp increase in world aluminium prices and emerging shortages of the metal in Europe.

Pre-tax profits of British Alcan reached £3.1m (\$4.6m) in the first half of 1983 compared with combined losses of £16.9m from the two predecessor companies in the first half last year. Total losses of the two last year amounted to £90m, including £51.5m in rationalisation provisions. TI Group, which formerly held 58 per cent of Baco, also wrote off £36.3m from its balance sheet after the sale of Alcan.

Mr George Russell, managing director of British Alcan, said very little of the improved result could be attributed to higher metal prices because of the normal delays in passing these on to customers. Nor was there any increase in volume in the first half.

"The basic thing is the cost cutting," Mr Russell said. Employment had been cut from 14,500 a year ago in the two companies to about 11,000 and a number of operations had been closed or contracted. The annual rate of operating costs had been cut by about £40m, he estimated.

"We have plugged the leaks and cut out the rot," he said. "Everything we expected to do has been done and now there has to be a consolidation period." He acknowledged that the group's results would continue to improve in the second half, mainly because of price increases, but warned that there would continue to be "settling down" costs arising from the rationalisation.

The company, which is almost entirely owned by Istituto per le Riconosciute Industriali (IRI), the Italian state holding company, is also ploughing on to a further capital increase, from £120.6m to £130.6m before the end of this year. The issue will comprise 260m new shares, each with a nominal value of £270.

## Buitoni and Poulain consider plans to develop closer links

BY RUPERT CORNWELL IN ROME

IBP-Industrie Buitoni Perugina, the Italian foods group in which Mr Gaith Pharaon, the Saudi Arabian financier, holds a minority interest, is studying a possible commercial and financial agreement with Poulain Industries SA, the French confectionery manufacturer.

According to a statement issued by the Perugia-based concern, the talks, which are continuing could lead to "an alliance aimed at improving the competitiveness of both partners and increasing their investment capability in Italy and abroad."

This has been variously interpreted either as a hint at a possible shareholding by the French company in IBP, which is capitalised at £37.4m (\$53.3m), or that the Italian company might be contemplating acquiring a financial interest in Poulain.

Such a move would fit in with the

developing structure of Buitoni. Sales this year are estimated up to £1,000m, of which almost half is likely to be generated abroad, by companies controlled by IBP's holding company in Paris, IBP-Europe. In addition, six of the Italian company's European manufacturing plants are in France.

IBP is itself 51 per cent owned by the Buitoni family, while Interred, the company representing Mr Pharaon, has a 10 per cent holding. For some time the group has been conducting a substantial reorganisation of its interests, and Perugina SpA, its confectionery division, was hived off from the parent group in 1982 and given a full listing on the Milan bourse.

Poulain, which is also a family-controlled company, is capitalised at FFr 25m (\$3.1m). Its annual turnover is in excess of FFr 600m and the company employs 870 people.

## Renault on new funding route

BY PAUL BETTS IN PARIS

RENAULT, the large French state car group, is to raise additional capital to help to fund its FFr 9.5bn (\$1.18bn) investment programme this year by floating today its first issue of "participatory certificates."

The group said yesterday that it would today disclose the amount it plans to raise through these new instruments.

Participatory certificates are non-voting loan stock that nationalised companies can raise on the French bourse. This instrument was introduced to enable state companies to raise funds on the capital market while the French Government is finding it increasingly difficult to meet its funding commitments for state industrial groups.

The certificates offer investors at-

tractive tax concessions and interest rates to encourage them to invest in state companies.

Renault's issue follows a FFr 15m issue of certificates by Compagnie Générale d'Électricité (CGE), the nationalised electronics conglomerate which has just reached a landmark industrial assets exchange agreement with Thomson, France's other leading state electronic group.

Renault, which lost FFr 1.26bn last year, is seeking government support to cover about 15 per cent of its 1983 investment spending of FFr 9.5bn. The company, however, appears to need to raise additional funds through the new certificates to maintain its high level of investment spending while demand in the French car market is low.

French car manufacturers have been worried by the outlook for the domestic market for the rest of this year, fearing that the impact of the French Government's austerity measures would begin to affect domestic sales. Moreover, foreign makers have continued to maintain a strong share of the French market.

Meanwhile, the Peugeot group, France's private, financially troubled car maker, declined to comment yesterday on reports of an imminent top management reshuffle or reorganisation in the group. The reports suggest that M. Jacques Calvet, the Peugeot group's deputy chairman, may have his powers increased to act as co-chairman with M. Jean-Paul Farayre, the current chairman.

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Acquisitions in two other African states are pending and possible deals are being sought in the Far East. Currently the group's business

is in nine countries.

DAON suffers C\$53.4m loss in nine months

By Nicholas Hirst in Toronto

DAON Development Corporation, the troubled Vancouver-based property group, which has agreed in principle a financial restructuring plan with its main bankers, made a loss of C\$55.3m (\$45.3m) in the nine months to July 31 against a loss of C\$40.3m.

In a circular to shareholders yesterday Daon said its outstanding debt was C\$1.9bn, including C\$1.36bn project loans secured by properties.

Under the restructuring plan, between August 1982 and October 1983 interest payments to bankers and debenture holders are to be paid by issuing new common shares. Some principal repayments are also to be satisfied by issuing new shares, and payments due at October 31, 1983 are to be rescheduled.

Daon estimates that its total shares outstanding in 1986 could be about 168.5m, compared with 36.5m now. Provided the financial restructuring plan is agreed at creditors' meetings in Vancouver in mid-October, Daon intends to raise C\$1.65m through a rights issue financed outside Canada.

The company's largest lenders are Canada's big five chartered banks.

## Heinz aims to boost sales to Third World

BY OUR FINANCIAL STAFF

PITTSBURGH - H. J. Heinz, the major food products group, is aiming to lift its sales to the Third World more than tenfold to \$1bn by 1990 and to expand its activities in developing countries.

Last year Heinz paid \$13.5m to become the first foreign investor in Zimbabwe with the purchase of 51 per cent of Olivine Industries, a cooking oil and margarine producer with \$60m annual sales.

Acquisitions in two other African states are pending and possible deals are being sought in the Far East. Currently the group's business

is in nine countries.

DAON suffers C\$53.4m loss in nine months

By FAY GJESTER IN OSLO

TWO OF Norway's "big three" commercial banks have reported profits sharply up in the first eight months of 1983, compared with the same period last year, mainly because of higher net interest income.

Christiania Bank achieved operating profits, before provision for bad debts, of Nkr 323m (\$44.2m) - Nkr 135m more than in the eight months to August 1982. Assets rose to Nkr 31.4bn - 7.4 per cent up on a year earlier.

Net interest income rose to 3.78

per cent of average total assets, from 3.69 per cent.

Operating profits of Bergen Bank, before bad debt provisions, reached Nkr 237m - Nkr 95m up on a year earlier - and the figure for the year as a whole is expected to be between Nkr 330m and Nkr 400m, against Nkr 254m for 1982.

Net interest income rose nearly 35 per cent to Nkr 330m, representing 3.4 per cent of average total assets (2.78 per cent a year earlier).

Norwegian banks ahead

By FAY GJESTER IN OSLO

## Southern Pacific set to merge with Santa Fe

BY TERRY DODSWORTH IN NEW YORK

SANTA FE Industries and Southern Pacific, two leading U.S. railway and natural resource companies, are planning to merge to a deal involving total assets of around \$10bn.

In a joint statement yesterday, the companies said that the amalgamation was necessary to maintain their competitive position. If the deal goes through, they will emerge with the third longest U.S. rail network, after Burlington and CSX, with about 25,000 miles.

The U.S. railway industry has been undergoing heavy rationalisation since the Government pushed through deregulation measures in 1980.

More recently, as the economy recovered, the leading companies

have seen a steady rise in earnings from freight transport, following a substantial rationalisation and cost cutting.

Shares in the railway companies have also risen strongly, and both Southern Pacific and Santa Fe have been trading near their 12-month highs.

At Friday night's close they were valued at around a combined \$5.2bn, a little under the value of joint assets, the shares slipped yesterday with Santa Fe down 3.2% at \$22.4m and Southern Pacific down 3.2% at \$21.4m.

Southern Pacific shareholders, in particular, were objecting to the deal yesterday, on the grounds that they believe it will complement each other and give the new group more geographical diversity.

46 per cent of the new joint company.

The main opportunity for rationalisation of the two companies' rail networks lies in the routes from the South Pacific to central U.S., where Santa Fe has much more direct lines.

But the two groups also have substantial interests in the Gulf area, where they are expected to streamline and put resources into the more viable routes.

South Pacific also brings around \$1bn in cash to the new entity, while both companies have real estate and natural resources activities which they believe will complement each other and give the new group more geographical diversity.

POCLAIN, Europe's leading excavator manufacturer, is still suffering severely from the downturn in the world excavator market. Group net losses in the first half of 1983 rose to FFr 111.8m (\$14m) from FFr 109.6m in the first half of last year on turnover down 10.6 per cent at FFr 1.41bn.

France's biggest construction equipment maker lost an overall FFr 282.8m last year and built an important capital restructuring on hopes of a progressive improvement in its fortunes this year.

But it said yesterday that hopes of a stabilisation in the world market in 1983 had so far not materialised, with international sales of hydraulic shovels falling 13 per cent in volume terms between the first halves of 1982 and 1983.

Indicating Poclain's worsened performance in spite of financial belt-tightening and large lay-offs, group operating losses more than doubled to FFr 87.1m in the first six months this year from FFr 45.7m in the same period of 1982.

Poclain pointed out that although turnover showed a big fall for both the parent company and the group compared with the first half of 1982, it was up slightly - by 2 per cent and 3 per cent respectively - compared with the second half last year.

It said the first half loss resulted essentially from falling sales volume and growing commercial efforts needed to maintain competitive pricing on markets coming under heavy pressure worldwide.

Sanofi, the pharmaceuticals affiliate of the state controlled Elf-Aquitaine oil group, said yesterday that it intends to make a full bid for complete control of Choy S. A., a privately owned pharmaceuticals group.

Sanofi owns 45.7 per cent of Choy S. A. capital

## Crocker forms Pacific trading unit

By Our Financial Staff

CROCKER NATIONAL, the San Francisco bank of which Midland Bank of the UK owns 57 per cent,

has formed a wholly owned subsidiary to specialise in trade between the U.S. and countries of the Pacific basin, particularly China.

The company, Crocker Pacific Trade Corporation, will be based in San Francisco and plans to open offices in Peking and Shanghai. Mr James M. Medanich, previously an executive with Fluor, the U.S. engineering, construction and resources company, will be president.

Degussa said that the initial purchase of a majority in Asta was a step towards building up pharmaceutical interests in Germany and abroad for this year.

The remaining third of group assets was accounted for by chemicals and related products.

Asta contributed 37 per cent of Degussa's pharmaceuticals revenue of DM 325m, which accounted for less than 4 per cent of total revenue.

Degussa said that its latest results - which it described several years ago as unsatisfactory - had continued to improve and should allow Asta to resume a dividend payment for this year.

This announcement appears as a matter of record only

August, 1983

## Compañía Telefónica Nacional de España, S.A.

US\$75,000,000

Term Loan

# ATLANTIC INTERNATIONAL BANK LIMITED

## Results

Mr. Hilton S. Clarke, Chairman, reports pre-tax profits of £1,428,000 for the year ended June 30th, 1983

Financial highlights	June 30th 1983	June 30th 1982
Total Assets	216,056,486	202,848,940
Loans & Advances	134,784,381	126,697,495
Shareholder Funds	13,203,640	11,934,119
Pre-tax Profits	1,428,050	1,027,789

## Activities

International banking with particular emphasis on medium and short term eurocurrency finance.

## Shareholders

Manufacturers National Bank of Detroit	(41.5%)
Shawmut Bank of Boston, N.A.	(41.5%)
Banco di Napoli	(18.0%)

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**US \$18,000,000**

**GPA**

**GPA Group Limited**  
(Formerly Guinness Peat Aviation Ltd.)

## Ordinary Shares

We acted as financial advisor to GPA Group Limited  
in the private placement of these shares to

## General Electric Credit Corporation

As a result of this purchase, General Electric Credit Corporation  
has an equity interest in GPA Group Limited equal to that of  
Aer Lingus, Air Canada, and the Guinness Peat Group.

**James D. Wolfensohn**  
Incorporated

August, 1983

All of these securities have been sold. This announcement appears as a matter of record only.

September 1983

## S-P DRUG CO., INC.

**1,750,000 Shares**

## Common Stock

**L.F. ROTHSCHILD, UNTERBERG, TOWBIN**

**BEAR, STEARNS & CO.**

**THE FIRST BOSTON CORPORATION**

**BLYTH EASTMAN PAINÉ WEBER**

**ALEX. BROWN & SONS**

**DILLON, READ & CO. INC.**

**DONALDSON, LUFKIN & JENRETTE**

**DREXEL BURNHAM LAMBERT**

**GOLDMAN, SACHS & CO.**

**HAMBRECHT & QUIST**

**E.F. HUTCHIN & COMPANY INC.**

**KIDDER, PEABODY & CO.**

**LAZARD FRERES & CO.**

**LEHMAN BROTHERS KUHN LOEB**

**MERRILL LYNCH CAPITAL MARKETS**

**PRUDENTIAL-BACHE**

**ROBERTSON, COLMAN & STEPHENS**

**SALOMON BROTHERS INC.**

**SHEARSON/AMERICAN EXPRESS INC.**

**SIMITH BARNEY, HARRIS UPHAM & CO.**

**WERTHEIM & CO., INC.**

**DEAN WITTER REYNOLDS INC.**

**ALLEN & COMPANY**

**F. EBERSTADT & CO., INC.**

**A.G. EDWARDS & SONS, INC.**

**MONTGOMERY SECURITIES**

**MOSELEY, HALLGARTEN, ESTABROOK & WEEDEN INC.**

**ROTHSCHILD INC.**

**OPPENHEIMER & CO., INC.**

**PIPER, JAFFRAY & HOPWOOD**

**TUCKER, ANTHONY & R.L. DAY, INC.**

**THOMSON MCKINNON SECURITIES INC.**

**BASLE SECURITIES CORPORATION**

**ROBERT FLEMING**

**KLEINWORT, BENSON**

**NOMURA SECURITIES INTERNATIONAL, INC.**

**ULTRAFIN INTERNATIONAL CORPORATION**

**SANYO SECURITIES AMERICA INC.**

**BANQUE de PARIS et des PAYS-BAS (SUISSE) S.A.**

**CAZENOVE & CO.**

**COMPAGNIE de BANQUE et d'INVESTISSEMENTS, CBI**

**CREDIT COMMERCIAL de FRANCE**

**HAMBROS BANK**

**HILL SAMUEL & CO.**

**SAMUEL MONTAGU & CO.**

**MORGAN GRENFELL & CO.**

**J. HENRY SCHRODER WAGG & CO.**

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**PICTET INTERNATIONAL**

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**Aldersgate House**

**Limited**

# INTERNATIONAL COMPANIES and FINANCE

## BHP profit jumps by 50% in first quarter

By Michael Thompson-Neil  
in Melbourne

A TURNAROUND in its steel division paid off with higher profits from oil and gas, accounted for a dramatic 50.3 per cent improvement in first-quarter profits at Broken Hill Proprietary (BHP), Australia's largest company. Group net profit for the quarter to August 31 1983 was A\$122.3m (US\$109.7m) against A\$82m in the first quarter last year.

The hefty uplift in profits came a good run for BHP. The chairman, Sir James McNeill, warned yesterday that a single quarter was unlikely to be representative of a full year's trading. Nevertheless, analysts are tipping a 1983-84 net profit of A\$160m, up from A\$82.3m in 1982-83.

Profit before depreciation, interest expenses and tax was A\$146.9m, against A\$265.2m in the first quarter last year.

The group's steel division has made an abrupt reversal, with first-quarter net profit of A\$10.6m against a loss of A\$9.5m previously. The steel workforce was cut by 25 per cent in the year to May 31, while the Government recently announced a A\$100m a year steel industry support package.

However, Sir James said there was "uncertainty" over future Government policies and "understandable concern" over the possible introduction of a resources rent tax in Australia.

He said the proposed tax could deter high risk exploration investment, but told yesterday's annual meeting in Melbourne that in 1983-84, BHP would spend a record A\$140m plus on prospecting, research and development, including more than A\$90m on Australian and foreign oil prospecting.

Sir James said plans for financing the acquisition of Utah International from General Electric of the U.S. were well advanced, and said BHP had no present intention of making a share issue.

He repeated his criticism of Mr Robert Holmes à Court's proposed share swap offer for BHP shares by Wigmore.

Last week, Mr Holmes à Court raised the terms of his bid to A\$12.40 per BHP share, plus a free share option.

"We believe it would be unfortunate if schemes of the sort adopted by Wigmore were allowed to take the place of proper, orderly, conventional approaches to investors for capital," said Sir James.

A shareholder urged yesterday's meeting to vote Mr Holmes à Court onto the BHP board as chief executive, at an annual salary of A\$1m. The motion was not accepted by Sir James.

Terry Povey and Yoko Shibata on the pharmaceutical turmoil in Japan

## Scandals rock drug groups

JAPAN'S DRUG industry is in a sorry state. It is reeling under the impact of the latest (and the most serious) in a series of scandals. Almost a dozen people are under arrest on charges of stealing competitors' drug specimens. At the same time it is having to cope with intensified competition, market share and on prices following moves by the country's Ministry of Health and Welfare (MHW) aimed at rationalising the industry.

The size of the Japanese drug market, on a per capita basis is enormous: annual spending per head of \$65 is the highest in the world. At around Y4,000bn (\$17.3bn) it is the second largest market in the world after the U.S. Yet the domestic industry is highly fragmented (among some 1,300 manufacturers last year according to the MHW).

Unlike other sectors of Japanese industry, pharmaceuticals have not seen the growth of great industrial concentrations despite the size of the market. The top ten companies control only 35 per cent of the ethical drug market while the largest company, Takeda, had only a 5.4 per cent share in fiscal 1981.

The key sector of the market has for some time been antibiotics. Once leaders in generic drugs such as vitamins and central nervous system agents, have declined in ranking and only doubled in consumption over the decade 1970/71 to 1980/81, but antibiotics consumption leapt up almost five-fold in the same period. A similar rate of growth is expected to continue, driven by the introduction of new antibiotics.

By far the most serious of the cases that have come to light is that involving Fujisawa, ranked third in market share in 1981-82. The company has been a star performer, responsible for many successful products. The arrest of its

extremely keen competition to stay ahead in this field above all others.

In an attempt to rationalise—that is, reduce—the number of manufacturers and to cut the state's annual drug bill, the MHW earlier this year reduced the reimbursement rate on ethical drugs by 4.9 per cent. In June 1981 it had cut this rate by 18.6 per cent. However, the Ministry also introduced a differential rate favouring new drugs developed and marketed by the same company.

The MHW has also given the producers of new drugs greater protection against imitation by extending the patent period to six years from first marketing.

These changes in the reimbursement system have already taken a toll within the industry. Banyu Pharmaceutical, a medium-sized drug manufacturer (ranked 17th by market share in 1981/82) was taken over by Merck of the U.S. earlier this year. A smaller concern, Torii Yakuhin, also came under Merck control a little later. A number of smaller companies are soon expected to face a choice between merging or being forced out of business.

## Star performer

It is under these intensely competitive circumstances that there have been a series of alleged thefts of new drug details and accusations of imitation.

By far the most serious of the cases that have come to light is that involving Fujisawa, ranked third in market share in 1981-82. The company has been a star performer, responsible for many successful products. The arrest of its

managing director, Mr Mutuya Ajisawa yesterday will further shock an industry already bowed by the detention of five Fujisawa executives.

The Fujisawa case came to light when an official from the National Health Institute, which acts as MHW's drug watch-dog, was arrested and charged with allowing the company to manufacture drugs that had not been through the tests prescribed by the ministry. Among those detained are the deputy manager of the company's Tokyo office and a senior member of its research and development team. The president of Fujisawa has consistently denied any direct involvement by the company.

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The Fujisawa case came to light when an official from the National Health Institute, which acts as MHW's drug

## INTL. COMPANIES & FINANCE

# United Motor Works attacks as marketplace challenges mount

BY WONG SULONG IN KUALA LUMPUR

**YOU HAVE** just paid U.S.\$45m for a car assembly and distribution franchise, only to discover you have three years to cover the cost, because the Government wants to build a national car. Would you launch into a bitter price war with your chief rival that results in the bane of profit margins?

That is what Mr. Eric Chia, chief executive of United Motor Works did after the company received a franchise to build as the franchise holder for Toyota cars in Malaysia a year ago.

Fierce fighting is not new to Eric Chia, 50, and a burly six-footer. He built UMW, from his father's small spare parts dealership in Singapore into one of Malaysia's biggest industrial groups through aggressive entrepreneurship, and it is always game for battle.

Right now, UMW is not only engaged in a "gung-ho" battle in the car industry, but is also locked in bitter combat in the heavy equipment sector with Tractors Malaysia, a subsidiary of Sime Darby, the diversified plantations, industrial and financial group, and long acknowledged as the leader in the field. "Let it be a bloody day today that we can have peace and mutual respect in future" is how Eric Chia describes his car and tractor wars.

So far, UMW's campaign to dethrone Tan Chong Motors, the agent for Nissan's Datsun cars, as the top car distributor in Malaysia has been inconclusive, but the costs have been heavy for both sides.

The Toyota Corolla has replaced the Datsun Sunny as the best-selling car in the 1,300 cc range, but Tan Chong still leads as the biggest distributor in Malaysia, because of its wider model range.

For the six months ended June, UMW's car division recorded a turnover of \$12m ringgit (U.S.\$134m), but made a pre-tax profit of only 1.7m ringgit.

Tan Chong has not yet released its half-year results, but the price war is believed to have eaten severely into its profits too.

Eric Chia is undaunted by the fact that local car assemblers producing 1,300 to 1,600 cc vehicles like UMW, Tan Chong and Oriental Holdings (Honda cars), face a bleak future with the first made-in-Malaysia car hitting the road two years from now.



The 680m ringgit national car project is 70 per cent owned by Eicom, the Government's heavy industries corporation, the rest by the Mitsubishi group of Japan. It has a target of 80,000 cars by 1987 and 120,000 by 1990.

"We need only two good years to recover our investment," says Eric Chia. He notes that since UMW took over, productivity at the assembly plant has improved by 80 per cent, with a slightly lower workforce.

Before UMW took over, the assembly plant was losing between 5m and 8m ringgit a year, and was being subsidised by profits on car sales. Now, it has turned around, and is making some half-million ringgit a month. With a larger market share, and a more aggressive sales force, UMW expects its car division to turn in much better earnings when it introduces a new 1,300 cc model next month.

Beyond 1985, when production of the Malaysian car gains momentum, UMW expects to continue to be involved in the car industry in one form or another.

Competition in the tractors business has attracted less publicity than the car wars, but is even fiercer. Here, the contending parties are fighting in a market that has been depressed by the slowdown in Government development and the sluggish timber market, and has contracted.

Mr. Eric Chia, chief executive of United Motor Works, of Malaysia, which last year took over the Toyota cars franchise in the country, and is fighting to meet the cost in the face of Government plans to produce a national car. At the same time, it is involved in an even fiercer fight in the tractors market

year, UMW says it has gained 55 per cent of the market, with Tractors holding the rest.

Since both Tractors and UMW get their machines from Japan (Caterpillar of the U.S. and Komatsu tractors, respectively), there is little advantage in the price, and the competition is largely one of salesmanship and service. Caterpillar has a joint venture with Japan with Mitsubishi Heavy Industries.

It is felt in the industry that Tractors Malaysia has a more conservative, British-style management, while UMW has a more aggressive, Japanese approach. UMW directors make many, many visits to their Japanese and American principals, to clients—even in the remote jungle—and to UMW offices.

Eric Chia spends seven months a year away from his imposing headquarters at the industrial city of Shah Alam, near Kuala Lumpur. Flying a Beechcraft B200, he makes twice weekly trips to East Malaysia, clinching deals with timbermen, laying the public relations groundwork with managers, and meeting supervisors.

"Each time, I normally spend three or four days in Japan, covering two principals. You cannot spend a month covering all of them. No Japanese boss likes to meet his supplier after he knows the guy has already been in Tokyo for two weeks before calling on him."

Looking beyond five years, UMW hopes to build itself into a major South East Asian industrial group. The five Asean countries, Indonesia, Malaysia, the Philippines, Singapore and Thailand, remain one of the most promising regions for heavy construction equipment.

UMW is having exploratory discussions with various Japanese, American and German groups on the prospects of their joining with UMW to manufacture heavy equipment in Malaysia for the South East Asian and Asian market.

Another area of diversification is the servicing of aircraft engines. The Government has indicated that it is likely to award UMW the franchise to service its military aircraft engines. This service could later be extended to cover all other Malaysian planes.

UMW now claims it has, for the first time overtaken Tractors Malaysia in the heavy construction equipment business. In 1982, the companies were running neck and neck, each with about 48 per cent of the market. For the first six months this

New Issue  
September 28, 1983

This advertisement appears as a matter of record only.

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Svenska Handelsbanken S.A.	Vereins- und Westbank Aktiengesellschaft	J. Vontobel & Co.
Verband Schweizerischer Kantonalbanken	S.G. Warburg & Co. Ltd.	Westdeutsche Landesbank Girozentrale
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**F. W. Woolworth Co.**

has acquired

**Holtzman's Little Folk Shop, Inc.**

*The undersigned assisted in the negotiations and acted as financial advisor to F. W. Woolworth Co. in this transaction.*

**Kidder, Peabody & Co.**  
Incorporated

## UK COMPANY NEWS

### NEI ahead by £2.1m to top £20m at six months

A £2.1m increase in pre-tax profits to £20.15m is reported by Northern Engineering Industries for the first half of 1983. Turnover for the period was ahead from £16.65m to £17.13m.

Higher tax of £6.05m (£5.23m) and minorities of £1.81m (£1.20m) meant that earnings per 25p share of this manufacturer of electrical and mechanical equipment were down from £2.1p to 1.65p. The interim dividend, however, is lifted from 1.5p to 1.65p net. Last year's total payment was 4.75p from profits of £38.57m.

There were extraordinary debts this time of £1.96m (£38.000) comprising rationalisation costs of £1.65m and a deficit on the disposal of assets and redemption.

The directors say that although there is little growth in the world economy, the group faces the future with confidence and will take full advantage of any upturn.

In terms of the company's business, there are, as yet, no signs of any upturn in the market sectors, but it is extending its activities in export markets.

Exel in the U.S. is on target with its new range of telecommunication equipment, and the next few months will measure its success.

The opportunity has recently been taken to acquire the minority interest in Transel (UK) Ltd, which has made progress in marketing its range of equipment in this field under the liberalisation policy adopted by British Telecom.

Overseas operations have maintained their position, in spite of difficult economic conditions.

See Lex

### Good second half lifts Baltic Leasing to £2.21m

A SECOND six months' contribution of £1.20m has returned profits of £2.21m pre-tax for the full year to July 31 1983. This compares with last May's revised forecast of not less than £1.9m and £39.4m for the previous year.

The group's improved performance was due to a continued contribution of overheads and an increase in receivable following its placing on the Unlisted Securities Market towards the end of last year.

The directors say this increase, and that following the acquisition of West Coast, has enabled the group to continue to expand its portfolio of leased assets.

They add that in addition, the trend for financial analysts and investors to focus more attention to the actual performance of a business has resulted in an increased demand for the services that the group has traditionally offered its customers.

Turnover for the year expanded from £4.89m to £7.75m. Tax took £92,000 (nil) and earnings per 5p share came through at 21.9p, against 5.8p previously.

As forecast, a dividend of 1.57p is being paid. The directors are confident that the current year will see a continuation of the group's growth.

• comment  
Baltic Leasing has comfortably beaten its own forecasts with a

near six-fold increase in pre-tax profits and a tripling of margins to over 28 per cent of turnover. And this is with only one month's use of the £3m raised from the disposal of West Coast's investment.

Turnover from two sources fell from two sources: fees for arranging and managing leases on behalf of third parties, and rentals from its own leasing portfolio. The former has particularly benefited from a surge in companies seeking to maximise capital allowances offered in enterprise zones. Meanwhile, the City's growth in demand for actual rather than notional tax savings has led many companies to turn to leasing and Baltic to help improve their tax efficiency. The group's own portfolio has yet to show the full benefits of the West Coast cash, and allows Baltic to follow opportunities denied to it a year ago when its capital resources were a quarter of the group's.

Now Baltic is left with the question of whether its huge rate of expansion demands a further increase in staff numbers. The share option scheme should go some of the way in attracting people of the right calibre, as well as rewarding the present team. The figures were no surprise, as the shares only rose 1p to 25.6p, against last December's closing price of 10.8p. On an actual cash basis, the historic p/e is 11.4.

Group pre-tax profits fell from £201,000 to £322,000 during the first six months of 1983.

Rental income for the period to June 30 rose by 11 per cent to £921,000 against £828,000. Property development income totalled £1.04m (£178,000) while investment property sales were £570,000 (£13,000).

The pre-tax result was struck after interest payable of £781,000 (£833,000).

The interim dividend is unchanged at 0.7p net per 20p stock unit. Last year's total was 1.5p, with a final of 1.2p, from taxable profits of £1.03m.

Overall, the directors consider the results to be satisfactory in a difficult market, particularly as last year's interim figures reflected a large exceptional profit on the sale of a short leasehold investment property.

Net profits for the first half were £20.00m (£49.000) and net tax of £10.00m (£300,000). The attributable surplus was £27.00m (£494,000).

Half year to Half year to

30 April 1983 30 April 1982

Turnover ..... £17,633,641 £20,547,507

Profit before and after tax ..... 5,460,145 5,111,124

Interim dividend declared ..... 3.65% 7.32%

Amount absorbed by this dividend ..... 291,464 584,983

### The IDC Group plc

#### Interim Statement of the Chairman,

Mr. Howard Hicks

The unaudited profits for the half year ended 30 April 1983 amount to £460,145 (£511,124). There will be no charge for Corporation Tax on these profits.

Client decisions on major capital expenditure were still being delayed during the first part of the year, and a number of projects that we expected to materialise earlier have only recently been given formal approval.

The current year's results will be similar to last year's, but I am pleased to inform you that our order book is now very healthy and 1984 should show a material improvement in profits.

The Group's liquidity remains strong and your Directors have declared an interim dividend in respect of the year ending 31 October 1983 of 8.05%. This is an increase of 10% over last year and will be paid on 10 November 1983.

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**(IDC)** In business to build success.

THE IDC GROUP PLC, STRATFORD-UPON-AVON CV37 9PJ TEL: 0787 20-2400 TELEX: 31101

### Who runs the UK's biggest independent heavy earthmoving fleet?

Blackwell and Tractor Shovels are among the best known names in the UK earthmoving business, with one of the largest and most modern heavy earthmoving fleets in the country. Both are part of the London and Northern Group along with other names equally well known in their fields.

**Weatherseal Windows**, pioneers in domestic double glazing; **Pauling**, established in Overseas Civil Engineering for over 100 years; **Edenall**, the UK's biggest producer of concrete facing bricks; **Steel Stockholders**, of Mossend, Lanarkshire, the largest steel profiler in the

UK and possibly Europe, and now, **United Medical Enterprises**, a major force in world healthcare services.

Send for the latest Report and Accounts to find out more about London and Northern, a Group with £226m turnover in 1982, which has increased or maintained its dividend for seventeen years – every year but one since going public in 1963.

London & Northern's interim results, to be announced on October 18th, will take account of the likely impact on the Group's performance of the recent major acquisition and the related increase in share capital.

London and Northern Group PLC, Essex Hall, Essex Street, London WC2R 5JD. Tel: 01-836 9261.

### POSTER BIGGEST MAGAZINE



John S. Gofar, chairman, London and Continental Advertising in front of a poster which measures 200 ft by 100 ft and weighs around a ton (see page 28).

### Marginal rise for Inchcape at midway

TAXABLE PROFITS of international merchanting group, Inchcape, rose marginally from £24.35m to £24.51m in the first half of 1983, while turnover rose by £3.6m to £124.6m in the first half of 1983.

Turnover at mid-term was up from £21.5m to £25.5m. The interim dividend, however, is lifted from 1.5p to 1.65p net. Last year's total payment was 4.75p from profits of £38.57m.

As part of the campaign to remain competitive, strenuous efforts continue to be made to reduce costs by cutting overheads and by rationalising high investment.

Overseas operations have maintained their position, in spite of difficult economic conditions.

See Lex

### Octopus Publishing ahead to £2.2m at six months

A RISE in pre-tax profits from £1.97m to £2.24m has been shown by Octopus Publishing Group, in its first set of results since it gained full listing in April. Turnover for the six months to the end of June 1983 expanded from £12.5m to £14.2m.

Sales to date and the high level of confirmed orders give the directors every confidence in a successful outcome for this year.

Along with the interim results, Octopus Publishing Group, in its first set of results since it gained full listing in April. Turnover for the six months to the end of June 1983 expanded from £12.5m to £14.2m.

The first dividend was paid on 24.5m shares and shareholders' equity was £24.4m.

The balance sheet of the combined group, at December 31, 1982, showed total assets of £38.6m and fixed assets of £26.9m following a revaluation of the Barco assets by £7.4m.

Net borrowings stood at £245.8m and shareholders' equity was £12.4m.

The share option scheme should go some of the way in attracting people of the right calibre, as well as rewarding the present team. The figures were no surprise, as the shares only rose 1p to 25.6p, against last December's closing price of 10.8p. On an actual cash basis, the historic p/e is 11.4.

Group pre-tax profits fell from £201,000 to £322,000 during the first six months of 1983.

Rental income for the period to June 30 rose by 11 per cent to £921,000 against £828,000.

Property development income totalled £1.04m (£178,000) while investment property sales were £570,000 (£13,000).

The pre-tax result was struck after interest payable of £781,000 (£833,000).

The interim dividend is unchanged at 0.7p net per 20p stock unit. Last year's total was 1.5p, with a final of 1.2p, from taxable profits of £1.03m.

Overall, the directors consider the results to be satisfactory in a difficult market, particularly as last year's interim figures reflected a large exceptional profit on the sale of a short leasehold investment property.

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### Yearlings down

The interest rate for this week's issue of local authority bonds is 8.1 per cent, down by 1% of a percentage point from last week, and compares with 10.1 per cent a year ago. The bonds are issued at par and will be repaid on October 3 1984.

A full list of issues will be published in tomorrow's edition.

The second half being an off-peak period for the sale of garden tools, all three of the group's divisions have continued to trade profitably since the end of June.

In addition, Mr. R. W. Aitken, chairman, says he is confident that satisfactory turnover and profits will be achieved at the current year end.

The interim dividend has been listed to 10 net. For the 17 months to the end of December 1982 a total of 1.5p was paid.

The period under review saw turnover total £12.6m (£16.7m for 11 months) and profits were after interest of £171,000 (£433,000). Tax took £78,000 (£75,000) leaving the net balance at £93.000 (£93,000) for after tax. The ordinary credit of £1.00m (£1.00m) and after tax of £55.000 (£55.000) and earnings per 25p share are stated at 3.3p (0.7p). The directors say that despite

the second half being an off-peak period for the sale of garden tools, all three of the group's divisions have continued to trade profitably since the end of June.

The building division has been particularly active and is expected to contribute the major part of group profits in the second six months.

Of the first half the directors say the tools and engineering division met all expectations and made the largest contribution to profits in the period.

The Burgon & Ball tools division had a "very satisfactory" six months, reflecting the higher level of efficiency at Shiffield, while the building and metal division experienced a healthy demand for system buildings which will peak in terms of completions on site later in the year.

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## Combined English Stores sharp recovery at midterm

A TURNAROUND from losses of £1.57m to pre-tax profits of £245,000 was achieved by Combined English Stores during the 28 weeks to August 13 1982.

The interim dividend is held at 1.45p, but the board hopes to recommend a substantially higher final than last year's 0.33p if the improvement in results is maintained.

Sales, excluding VAT, for the period under review were up from £49.56m to £51.77m, and the taxable result included associate company and property disposal profits of £439,000 (£63,000) and £28,000 (976,000) respectively.

Profits for the year to January 29 1983 totalled £1.75m on turnover of £102.7m.

Mr T. H. Haygarth, finance director, said that the sharp recovery in the first half was mainly due to reduced losses at the Fenton's Men's shops, whilst the Salisbury handbags business broke even.

There was a substantial profit improvement from Europe, the Canva Holidays business, and the M. Mikardo wholesale operation did better, he says.

There was a sharp rise in the contribution from the 50 per cent owned Etha chain of fashion shops in West Germany. He says the re-opening of the 10 Fenton's shops is now complete.

There were earnings per 12.1p share this time of 1.12p compared with a 4.23p loss. Tax took £62,000 (£369,000), and

### BOARD MEETINGS

	FUTURE DATES
Interims:	Oct 4
British Syphon Industries	Oct 4
Clarke Neolls and Combs	Oct 4
Gloucester	Oct 4
Groton	Sept 29
Johnson Group	Oct 6
London Securities Trust	Oct 6
Watford Glass	Oct 11
Watco Blanks Beams	Oct 11
Finlays	Oct 14
AS Electrical Products	Oct 2
Beckman [A]	Oct 4
Canadian Overseas Pocks Ind	Oct 2
Cooper	Oct 3
Fit Group	Oct 3
Gexo	Oct 4
Hilstead [James]	Oct 4
Hilstead [Peter]	Oct 4
Progress Metal Trust	Oct 4
Sharpes [Carles]	Oct 6
Unigrope	Oct 6

there were minorities of £30,000 (£16,000), exchange losses £65,000 (gain £4,000), and an extraordinary credit last time of £31,000.

### • comment

Combined English has come in with a significantly improved sales performance this half compared with last year. The trend is encouraging and virtually all the group's divisions are achieving improved results.

The most dramatic turnaround came from Harry Fenton, the retail fashion chain. Hera, having revamped the company's management and suppliers, the group is changing

the Fenton image — moving upmarket with its new Studio stores. A similar upmarket move is being made by the leather and metal chain, but already boosted both turnover and profits. Mercado, the carpet wholesaler, has been a bright performer, making up for dull figures from the rest of the import and wholesale division. Eurocamp continues to turn in solid figures, particularly pre-tax, but up again for the first year.

Estimates for the full year pre-tax profits figure seem to be around the £5m level. Yesterday the shares closed unchanged at 40p giving a prospective p/e of 8 fully taxed.

## Biddle dives £638,000 but holds interim

The pre-tax profits of Biddle Holdings plunged by £635,000 to £294,000 for the first half of 1983 and in their interim report the directors warn that the difficult trading conditions are unlikely to improve much in the second six months.

Earnings fell by 6.9p to 6.3p per 25p share, but the interim dividend is held at 2.4p net after 7.8p was paid for 1982 when pre-tax profits totalled £1.71m.

First-half turnover was down from £9.78m to £8.91m — the group is engaged in the manufacture and installation of heating and air-conditioning equipment and lifts.

The directors say the difficult trading conditions experienced by F. H. Biddle over the last two years continued into 1983 and resulted in the company incurring a loss for the half year. They add that there is still no indication of any improvement in demand for its products.

Group pre-tax results included net interest receivable of £195,000 (£166,000). Tax charge dropped from £462,000 to £21,000.

## Spring Ram confident as interim profits top £0.6m

IN THE first figures since coming to the US, Spring Ram Corporation has produced pre-tax profits of £635,000 on turnover of £5.2m. In line with predictions made in the placing document the net interim dividend for the six months to July 2 1982 is 1p.

Earnings per share of this supplier to the home improvements market were given as 6p.

With additional production facilities scheduled to come on-stream in the second half, and with the financial resources to meet such growth, the chairman, Mr W. T. Rooney, looks forward to the future with confidence.

In the last full year pre-tax profits came to £1.03m.

During the period established products have continued to gain market share, and new brands have exceeded expectations. In particular, new bathroom products have been well received.

Recent additions to kitchen ranges have quickly established national distribution and significant sales levels.

New order intake and order

books are at record levels and all manufacturing units are working to maximum capacity.

Tax for the six months took £10,000 — tax charge represents advance corporation tax on proposed dividends — the directors anticipate that no mainstream corporation tax will be payable.

After the interim dividend of £23,000, the retained balance of £502,000.

Dividend rights for 78.5 per cent of the issued shares have been waived by holders who are also director, allowing £118,000 to be reinvested in future group developments.

The full year's results will show an extraordinary debit of £85,000 which was the cost of entry on to the USM.

The group comprises two principal subsidiaries — Ram Bathrooms and Ram H.I. Ram Bathrooms, trading as Spring Ram Bathrooms, has gained an approaching 20 per cent of the UK acrylic bath market since 1980.

For the group, bathroom products account for about 57 per cent of sales and home improvement products about 43 per cent.

There was again no tax for the period, and the loss per 25p share is given as 9.21p (profit 1.94p).

### Miles 33

IN THE six months to August 31 1983, Miles 33, supplier of computer systems, quadrupled its pre-tax profits from £40,000 to £164,000 on sharply higher turnover of £1.5m, against £633,000.

For the who's of last year a profit of £225,000 was made.

Tax for the first half took £23,000 (£16,000) and earnings per 10p share are shown to have improved from 1.6p to 6.7p.

## Tomatin foresees lower loss for 1983

BY DOMINIC LAWSON

A SUBSTANTIAL reduction in the 1982 trading deficit of £2.03m is forecast for 1983 by the directors of Tomatin Distillers in their interim statement.

This is despite a warning that second-half losses may increase from the £2.03m now reported for the six months to June 30 1983.

Excluding EEC cereal refunds of £1.25m, losses for the comparable period were £1.12m.

Tomatin, a primary supplier of malts to the whisky industry, has recently resumed production after an extended silent season, when its plant shuts down for 10 days a year and maintenance, which began at the end of June.

Mr Geoffrey Smith, the assistant managing director, said yesterday that output was currently running at no more than 15 per cent of capacity, against 50 per cent in Tomatin's peak years and an estimated break even point of 30 per cent.

The industry has been de-stocking heavily since the end of 1979 and Tomatin sees no immediate prospect of an upturn. The group's contribution to the group's divisional profits was up again for the first year.

Estimates for the full year pre-tax profits figure seem to be around the £5m level. Yesterday the shares closed unchanged at 40p giving a prospective p/e of 8 fully taxed.

In March this year the directors said that no dividend is to be paid on the ordinary shares for the six months to June 30 1983.

Mr A. F. de Boer, chairman, states that there has been some increase in orders for new whisky in 1983 and this has contributed to a limited extent.

He says that an increase in first-half turnover from £3.88m to £5.07m arose mainly from the sales of new whisky and increased activity of the brokering business.

However, industry exports were down on the same period of last year by 9 per cent, and he says that if this decline continues into the second half, then the recovery in the company's fortunes in 1984 may be delayed.

There was again no tax for the period, and the loss per 25p share is given as 9.21p (profit 1.94p).

The remaining 1.9m shares are being sold by four directors of Telemetrix and two non-executives.

Telemetrix, which was formed in 1977 by Mr Roy Cole, the present chairman and managing director, and two other engineers from Racal, has enjoyed very rapid profits growth. In the six months to June 30 1983, turnover had grown to £5.6m and profits of £17,000. In the year to June 30 1983 turnover had grown to £5.5m and profits were £1.6m.

The company is now forecasting pre-tax profits of £3.2m on turnover of £12.1m. This profit is to be applied to the costs of the development programme of other subsidiaries.

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# FINANCIAL TIMES SURVEY

Wednesday September 28 1983

# Wales

The Principality is proving its ability to attract a solid slice of the limited amount of new investment now available to cope with the worst recession since the 1930s

## Winning its share of new industries

By ROBIN REEVES

OVER THE PAST year, Mr Nicholas Edwards, the Secretary of State for Wales, has taken to quoting the historian A. J. P. Taylor, in defending the impact of the Government's economic strategy upon Wales.

Describing Britain's economic performance in the 1930s, Professor Taylor noted that because new industries at first increased less rapidly than the old industries declined, "men saw that the race was being lost. They did not appreciate ultimately it would be won."

Mr Edwards argues that the same process is at work today. "The new technologies produce such a vast range of entirely unexpected products, that they create exceptional opportunities for new job creation."

Mr Edwards' model for the new Welsh economy is of the Greater Boston area of the U.S. which he stresses, eight years ago was suffering almost the highest unemployment in America. "People were talking of de-industrialisation, dereliction and decay as the old basic industries declined. Today Boston has about the lowest unemployment and the most rapid growth in America, based on the manufacture of mini and micro computers and all their related industries."

jects of the decade — assuming it goes ahead — the Japanese Nissan car plant. Wales has three of the five short-listed sites: namely, Llanwern, near Newport; Wentloog, near Cardiff; and Shortton, on Deeside. A decision from Tokyo is expected before the end of the year.

In the meantime, the advance factory building crash programme launched by the Welsh Development Agency in the wake, particularly, of the heavy Welsh steel job losses over the past five years, have been attracting a steady stream of tenants. Last year, a record number of units was let to enterprises promising some 6,000 jobs over the next three years.

### Outlook uncertain

Yet for all the encouraging developments, the overall picture is hardly a cheerful one. According to a recent assessment of Welsh economic prospects carried out by the Institute of Economic Research at the University College of North Wales, Bangor, since the Conservative Administration was returned to power in 1979, Wales has lost a third of its manufacturing employment base. "Areas of relative prosperity have been transformed by the recession into zones of considerable employment deprivation," it says.

It calculated that even on the most optimistic assumptions, a further loss of at least 10,000 jobs annually was in prospect. But it was more likely to be of the order of 24,000 job losses by mid-1984 and, combined with an increase in the workforce, could raise measured unemployment by 30,000 over a two-year period.

The study estimated that an annual GDP growth of 4 per cent — well above current projections — would be required to hold Welsh unemployment down to its current level of 161,000 or 15.3 per cent on the new calculating basis.

The forecast was made on behalf of the Welsh local authorities and their response was to call for an enhanced programme of capital expenditure on projects which they could bring forward over the next four years at an overall cost of £196.8m. This, they estimated, would provide nearly 7,000 direct construction jobs and 1,900 in the longer term to man the new facilities.

Yet, no sooner had these proposals been tabled than Welsh local government and local health authorities found themselves in a new difficulty created by the Government's July round of public expenditure cutbacks, which trimmed £13m, or 14 per cent, off the Welsh Office's budget.

The autumn may or may not bring a further round of public expenditure cuts. If it does Wales, because of the dominance of the public sector in many parts of the economy, could be hit disproportionately hard. Meanwhile Wales is having to brace itself for two policy statements which could have more far-reaching consequences.

First, the outcome of the Government's review of regional development policy. The upsurge of unemployment in previously prosperous areas like the West Midlands has

strengthened the argument that regional grants no longer create jobs but simply move them from one part of the country to another.

Fears that Wales is poised to lose a significant proportion of the £50m-£100m which regional aid grants pump into the Welsh economy each year may still prove unjustified. The CBI Wales has been sufficiently alarmed, however, to make special representations to the Government, stressing the importance of regional policy in encouraging Welsh industrial investment.

### Blow to confidence

It insists that any more towards discretion, as opposed to automatic grants, will be a blow to confidence and weaken the policy's value in attracting investment and promoting the modernisation of plant and machinery.

Second is the policy to be adopted by Mr Ian MacGregor after his recent appointment as chairman of the National Coal Board.

The South Wales coalfield can hardly avoid being placed on the sharp end of a more vigorous policy aimed at reducing current UK coal production capacity by closing persistently unprofitable pits. Although the amount of coalmining in South Wales has been reduced dramatically since World War II, the coalfield's balance sheet has never really recovered from the dramatic cutbacks in Welsh steel in 1980 and the stiffening price competition from imported supplies.

The result has been that last year the coalfield lost a record £91m. Some 20 per cent of output was responsible for £57m of the loss, suggesting that as many as half a dozen pits and the jobs of around 3,000 miners could disappear.

The best the industry can

probably hope for is for more closures to be accompanied by increased investment in new capacity, particularly anthracite production in the western end of the coalfield, which remains in good demand.

On the other hand, Wales's other traditional major industry, steel, appears to be finally emerging from the acute difficulties of the past five years. BSC's Llanwern steelworks has been regularly chalking up record production performances which place it amongst the most efficient steel plants in Europe, while Port Talbot has just been given the title of Britain's best hot mill at a cost of £17m.

Given the £100m continuous casting facility commissioned successfully over the past year, Port Talbot's modernisation to the highest international standards is within sight of completion.

At Shotton, still the main BSC production centre for coated steels, productivity records have also been established regularly, as demand has picked up.

Even the Welsh steel industry's extremely painful turnaround in social terms could prove short-lived, however, if the slow economic recovery

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This survey has been written by Robin Reeves, Welsh Correspondent and Rhys David.

fades as some forecasts are suggesting. In fact, the most recent industrial trends survey from the CBI Wales hardly makes encouraging reading. It suggested that in contrast to the UK as a whole, the recovery in Wales might already have come to a halt.

The volume of new orders has fallen since April, output and deliveries were expected to decline and were static. Last but not least, it also forecast an increased rate of redundancies this autumn.

Throughout the recession Welsh Office Ministers have given first priority, within the tight parameters of the Government's overall economic policy, to laying the foundations for industrial recovery by pressing ahead with improvements in the basic economic infrastructure.

### More roads

Long overdue Welsh trunk road improvements have been protected from public expenditure cutbacks. Not only have the remaining sections of the M4 motorway across South Wales been completed ahead rapidly on building the A55 dual carriageway from the English border to Anglesey.

Important road improvements have been made, or are under way, in many other parts of Wales, notably in the industrial valleys and around Cardiff.

Initial hostility to other forms of public investment which encourage private sector investment and industrial growth has also been the subject of a quiet U-turn. Over the past year in particular, the Welsh Development Agency has been given every encouragement to step up and broaden its direct investment role in order to try to increase the birth

rate of new Welsh businesses. The industrial marketing and promotion effort has been streamlined and strengthened by the creation of WINWEST — an organisation combining the inward investment roles of the WDA, the Welsh Office and the Development Corporation for Wales, the last now abolished.

This autumn is due to see the launching of WINTECH, a new organisation to encourage the spin-off of new technology by existing Welsh industry and the creation of new enterprises by improving the interface between industry and Welsh academic institutions.

In the meantime, hardly a month now passes without the launching of a more locally-based initiative, such as a community enterprise trust or agency to encourage new local employment opportunities. The trade union movement in the shape of the Wales TUC has added its weight to the task — significantly, with substantial government financial aid — by establishing a Co-operative Development and Training Centre to help redundant workers launch their own co-operative ventures.

The new urban development grants have been mobilised to help with the redevelopment of dockland and riverside areas in Swansea and Cardiff. A new enterprise zone has also been designated in Flint and another is planned in Milford Haven to try to revive the fortunes of two particularly bad Welsh unemployment blackspots and emulate the good results so far achieved by Wales's first enterprise zone at Swansea.

Yet all these infrastructural improvements will be to little avail without a more vigorous and more sustained general economic recovery. Mr Edwards' dream still remains a very long way from realisation.

Can I have a small factory unit in advance to train the staff?

Is there a squash club in Bangor?

My turnover has suddenly dropped. Should I cut back, and if so, on what?

Should I go for a home market first, or an export market?

Can I take freight through Swansea airport?

How do I find out about planning permission in enterprise zones?

Are there any 15,000 sq. ft. factories immediately available near the M4 motorway?

Could I get spares from Gwent to a client in Germany within 24 hours?

What day-release courses are there in Swansea?

Is it better to try out new products on the market or to look at the market first before designing them?

Where can I take my clients for a day at the races?

How can I market my mother's traditional mustard?

What can I do with a client on a wet weekend in Dyfed?

How do I go about basic market

What are the beaches like on the Gower Peninsula?

With my type of business, I need premises built to my specifications. Is the WDA prepared to provide them?

What tax allowances can I claim on new plant and machinery?

If I move my firm to Wales what Regional Development Grants will I get?

Will there still be room to expand in five years' time?

Will I have to look abroad for components for my robot control system?

How can we produce an analysis

Will my azaleas grow in Llanelli?

Where can I find 150 semi-skilled assemblers for my electronics plant?

Can I find equity capital for my new high-technology project?

What sort of E.E.C. loans will my business qualify for?

Where can my son get a thorough grounding in electronics?

How long will I have to wait for a mortgage?

What are the advantages of leasing capital equipment?

Can you offer anything under 1,000 square feet?

Can you guarantee the electricity supply for my computer installation?

I'll have to bring a number of executives with me. How easy will it be to find the right kind of housing?

Can I be sure I can get local suppliers to produce what I need?

How long does it take to get from Heathrow to Ebbw Vale?

How can I set about getting into an export market?

Where can I go to wine and dine 40 Japanese businessmen?

For all the answers phone Treforest (044 385) 2666 or write to the WDA, Pontypridd, Mid Glamorgan CF37 5UT.

**WDA**  
Welsh Development Agency

# NO WDA, NO COMMENT.

Will anyone be prepared to put up money to renovate an old building where I'd like to base my business?

Will I have to rely on government funding, or are there private sources of finance too?

My goods are exported all over the world. What international freight facilities are there?

How many computer programmers are there in Gwent?

What sort of a house can I get for £40,000 in Caernarfon?

Can I Red Star a package to Haverfordwest station?

research in the area?

Is the air clean enough for my computer to breathe?

Does the A5 get busy on a Thursday?

Will I have to go miles to get the Rolls-Royce serviced?

What sort of incentives do I get to move into a ready built factory?

There may well be a large pool of labour available, but can I be sure I'll find people with the right skills for my business?

What commercial radio stations operate within Wales?

of stocks, sales and debtors on a month-to-month basis?

Will you consider finance to buy a business back from the receivers?

Is it worth my investing in a new offset printer?

I've come up with a new type of air filter. Can you come up with some money?

Is there a golf club in Gwynedd?

Honestly, how reliable are the trains to London?

Any ideas on promoting my business without spending any money?



## Mid Wales chases the orders

"WE ARE TRYING all the time to ensure that the producer has an order in his hand," Mr. Roy Evans, Mid Wales Development's marketing director, stresses. "Orders are the key, whether it is a question of attracting finance from the bank for further expansion, or simply keeping existing capacity running."

Mid Wales Development—the new, slicker, title adopted by the Development Board for Rural Wales in the past year—has a clear idea of its immediate priorities. Established six years ago as an autonomous country cousin of the Welsh Development Agency to tackle the century-old problem of depopulation from Mid Wales' rural districts, MWD is applying an enhanced effort to ensuring that the wide range of companies which have put down roots in Mid Wales in recent years are able to survive and prosper in today's far more exacting economic climate.

Once the days when Mid Wales industry consisted largely of local businesses connected mainly with agriculture and tourism. A sustained effort to attract new job opportunities, aided by the 1970s industrial location trend which saw many small businesses moving from inner city areas to rural environments has begun to give Mid Wales a significantly more diversified economy.

A buyers' exhibition staged by MWD at the Cafe Royal, London, earlier this year—astonished those who attended with the variety and sophistication of the Mid Wales products on show. They varied from advanced electronic assemblies and engineering goods to high fashion knitwear and clothing (Mid Wales is the home of the Laura Ashley group) and gift products.

But the local market is of

course strictly limited. It is up to MWD to maximise most Mid Wales companies need to sell outside the region, and as part of a comprehensive "after care" service which MWD has developed for all businesses in the region, it is making arrangements for local companies to attend no less than 35 trade exhibitions in the current financial year, not only in the UK but also, on the Continent and in the US.

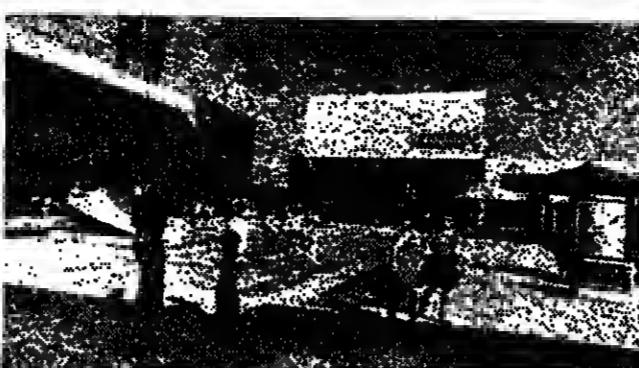
And, according to Roy Evans, it is already producing valuable feedback, not only in the shape of significant new orders for local industry, but also—of greater significance in the longer terms—ideas for new products.

### Warm welcome

This enhanced effort reflects a recognition by MWD that it can no longer look forward to a dramatic upsurge in the number of companies relocating to the region, though it has every intention of ensuring that inward investment continues to make its contribution. Companies wanting to establish in Mid Wales will continue to be assured a warm welcome.

But, since 1979, as well as being hit by the onset of the recession and the mounting competition for footloose industry from the rest of the country, MWD has also had to grapple with the consequences of the withdrawal of regional development grant status from some 60 per cent of its operating area—as part of the Government's public expenditure economies.

By way of compensation, the Government finally agreed last year to a £250,000 a year available for the introduction of a "Mid Wales



Cwmbran town centre draws shoppers from all over the county

## Cwmbran's advance factories in demand

THE DAYS of new town corporations may be numbered. Cwmbran Development Corporation is determined to maximise its contribution to the regeneration of the recession-hit local economy of Oswestry before it is finally wound up at an as yet unannounced date in the mid-1980s.

Mr. Geoffrey Inkin, the recently-appointed new chairman of the corporation, sees no point in winding down its activities when so much still needs to be done to restore Cwmbran's economy to economic health.

Established in 1949, the corporation has built more than 1m sq ft of factory space, as well as some 9,500 homes, and a major town centre, boosting the population of the designated area from 12,000 at the outset to some 45,000 today.

It also attaches a great deal of importance to its power to make grants to improve social facilities. The immediate impact of a modernised community hall or the building of small sports hall may not appear large, but after six years the cumulative effect of making Mid-Wales an even more attractive place to live and work is now beginning to make itself felt.

The town centre, which

from the rundown of employment at the British Steel Corporation's Llanwern steelworks, near neighbouring Newport.

The Llanwern cutback of some 5,000 jobs led to a special £25m Treasury grant to the corporation which it has used to develop a major new 150-acre estate, Llanternam Industrial Park.

It is proving to be a great success. Thanks to a new access highway, linking Cwmbran more directly with the M4, the new estate is now only five minutes drive from the motorway and letting of factory units ranging from 750 sq ft to 10,000 sq ft has gone well.

Indeed, Cwmbran is presently in the happy position of having only 18 of its 318 advance factories unoccupied, and 12 of these, at the last count, were about to be let.

In the circumstances, the corporation is pressing ahead with the second phase of development at Llanternam and the centrepiece is to be its most ambitious ever industry project—a £1m high-technology centre.

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## We may be nationwide, but in Wales we're local.

Whilst we are well-known as one of the largest electrical and mechanical installation companies in the UK, in Wales we are a local contractor that buys locally and trains and employs local labour. Our main activities cover electrical, heating, ventilation and air-conditioning installation; plumbing, sanitation and fire protection; instrumentation, design/construct and maintenance.

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21 branches in the UK give nationwide coverage, and Crown House Engineering International Ltd carries out these services overseas.

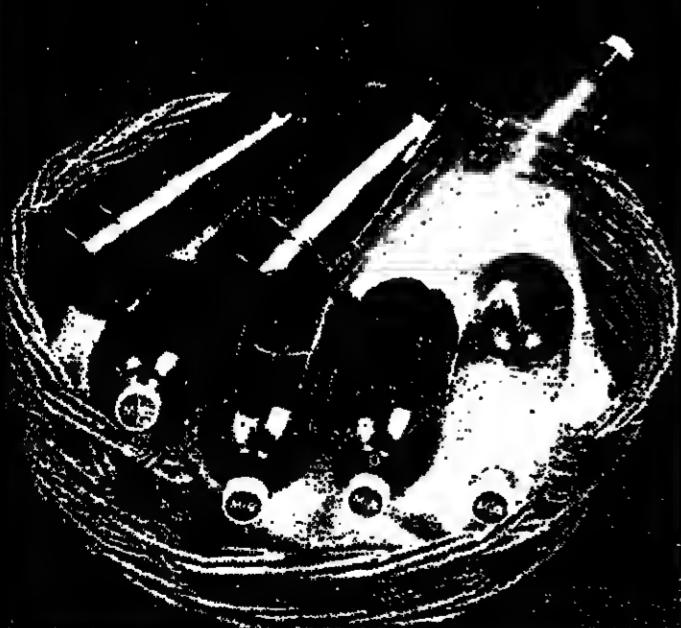
A Crown House Company



Clwyd was chosen as the ideal location because of its central position within the UK, its excellent transport links and the availability of a good local labour force. Mr. Ollie Anderson, Finance Manager, Tetra Pak Rausing & Co. Ltd. When it comes to setting up a new factory, Tetra Pak Rausing really do box clever. With twenty-one factories worldwide, they can't fail to be experts in the field. When researching sites throughout the UK they looked for the following points: - The availability of freehold land. A location within 1 hour's

**Clwyd**  
WALES  
-a better business decision

Why did Metal Box put its PET bottles in Wrexham's basket?



# WALES IV

## Tourism proves a thriving market

NOT MUCH more than 100 railways and slate caverns years after industrialisation first began to spread down the South Wales valleys, tourism is beginning to be seriously talked about as a new prop to the local economy.

Several companies are now organising coach tours, usually based on Cardiff, Newport and Swansea, taking visitors to look at the area—the attractions of which have become more apparent again with the removal of eyesores such as tips—and to study their past through a variety of museums and interpretive centres now springing up.

The hope is that tourism can do for the Rhondda and the other mining valleys of South Wales what it has done for much of the rest of the Principality. Over Wales as a whole tourism is now estimated in account for 80,000 jobs, more than four times the number employed in mining.

Wales now ranks as the second most important tourist region in the UK after the West Midlands, with total revenue from British and overseas visitors estimated at £475m in 1982.

Despite a late start, this year is also likely, thanks to the good weather, to prove a strong one. Bookings in some sectors of the market are estimated to have been up by as much as 20 per cent in August.

The impact on particular areas has perhaps been the most remarkable element in the industry's success. The mountainous, and frequently mist-shrouded, town of Blaenau Ffestiniog has been managing to attract more than 1m visitors a year to its tourist

area around a disused dock—begin to attract visitors from a wide area.

The relative strength of the tourist industry in Wales has been achieved with the help of considerable hard work over the years on improving facilities and in changing attitudes.

In the past 14 years since it was established as the independent authority for the industry in Wales, the Welsh Tourist Board has disbursed a total of £17m in grants and incentives to more than 1,000 different projects and this has generated total investment of nearly £60m.

### 100 attractions

A large part of these funds has gone towards the creation of the 100 new attractions built in Wales in recent years—wildlife parks, industrial museums, leisure centres among them—but an equally important contribution has been the considerable refurbishment of the older Welsh resorts, most of which had by the early 1970s become rundown.

Starting on the North Wales coast at Llandudno and Colwyn Bay the WTB has assisted modernisation schemes at 30 hotels. Similar help has been given in South Wales at Tenby, and at Barmouth and Llandrindod Wells in mid-Wales. Attention is now being focused on Abergavenny.

As a result it is reckoned that most resort hotels in Wales should be fully competitive in four or five years. "This enormous investment and associated marketing initiatives have helped to reverse the long years of decline in the fortunes of the resorts in Wales," the WTB chairman Lord Party notes.

The WTB has also backed the building of new hotels, including one major new project in Cardiff. Altogether, since 1969, WTB support has helped towards the building of 6,000 hotel bedrooms in Wales and 8,000 additional bathrooms.

With the tourism market worldwide becoming ever more competitive the need to build on this record remains, as a growth strategy produced by the WTB earlier this year recognises.

The key objective laid down in the document is a modest annual growth in tourist spending in Wales in real terms of 2 per cent over the 1982 base and a net growth of at least 1,000 jobs per year. The WTB sees its first priority as holding the level of UK business by continuing to develop new marketing initiatives such as short breaks.

Winning a bigger share of the overseas business attracted to the UK is also regarded as very important. Despite its 12 per cent share of British holiday business Wales only gets 3 per cent of overseas traffic to the UK.

Much is going to depend, however, on the continued provision of new facilities, services and attractions. The new strategy—which has been agreed by the Secretary of State for Wales—envisages further efforts to improve existing accommodation with completely new hotels only in areas with identified weaknesses. The shortage of large hotels is seen



Caernarfon Castle, Gwynedd: the most famous Edwardian castle in Wales

as one major gap but this will to some extent be filled by two major developments projected in Cardiff and Swansea, both of which have attracted Government Urban Development Grants.

Similar funding has been made available for a new hotel in Brynmawr in the valleys, where the very limited amount of accommodation is seen as a major constraint on plans to develop a tourist sector.

Efforts are also being made to ensure that a balance of activities suited to the needs of the sophisticated modern visitor is available in Wales, and that attractions are developed throughout the Principality and not wastefully duplicated.

One early weakness was seen to be the lack of adequate facilities to cater for the boating enthusiast, whether seeking a permanent berth or wishing to stop over at different points

along the coast. A major report has been prepared for the WTB by consulting engineers Wallace, Evans and Partners, which sets out a strategy for developing a chain of first-class marinas around the Welsh coast. Activity towards this is already taking place in nine of the 14 potentially good sites specified in the report.

The board has asked another consultancy to prepare a development programme for inland water sport, recreation and tourism, aimed at identifying ways of utilising rivers, canals, lakes and reservoirs.

For all this tourism in Wales does in some quarters remain controversial. There are fears of the effects of development on the cultural balance in Welsh-speaking parts of the Principality, where the spread of second homes is already an emotive issue. The WTB makes the claim, however, that far from weakening the language and culture of Wales, tourism has created thousands of jobs in rural areas, revitalising the trade of country towns, and safeguarding communities which, until recently, appeared to be threatened by rural depopulation.

### Growth industries

Some 4,000 agricultural holdings in Wales are in fact engaged in some way or another in tourism.

Local authorities for their

Rhys David

## Electronics growth gathers speed

WALES'S EFFORTS to build up a sizeable microelectronics sector has taken a further significant step forward in the past year. Within the past few weeks, U.S.-owned Comdial Communications Systems has unveiled plans to build a £13m plant at St. Mellons, near Cardiff, to produce advanced telephone systems.

A few months earlier, the California-based company announced the establishment of a £5m plant at Bridgend to produce semiconductor photomasks, a vital service in the manufacture of silicon chips. Interestingly, the company believes it may prove quicker to service its customers on the U.S. East Coast from Bridgend than California because of the time zones differences.

**1m telephones**

Comdial's 100,000 sq ft, highly automated plant will have the capacity to produce 1m telephones a year, with one of the main lines a "credit authorisation phone" for automatic credit card verification. This new system is to be marketed by British Telecom as System Silver, and the company has already had inquiries for the system from other parts of the world.

These two companies are joining a gradually-lengthening list of internationally-known companies in the electronics field which have put down roots in Wales and are prospering.

The 1970s were notable for the influx of Japanese consumer electronics producers with Sony, Matsushita's National and Panasonic subsidiary, and Hitachi all establishing a manufacturing presence in Wales to serve the European market. They have since been joined by four U.S. firms.

Since 1979 the gathering microelectronics revolution has

seen Ferranti, Immos and Mitel join two early arrivals, Silcomix and Control Data Corporation, and also some interesting developments in longer-established Welsh companies.

The AB Electronic Products group has been based in the South Wales valleys since the early 1960s, and was one of the first UK companies to begin manufacturing microelectronic components for IBM.

More recently it has moved from components into electronic instrumentation and electronic systems, and acquired subsidiaries specialising in defence and aerospace applications and thick film circuits.

Over the past year, AB has attracted widespread attention through its success in buying from the market, and taking round another South Wales microelectronics manufacturer, Cleartone Electronics, which is responsible for assembling the BBC's Acorn microcomputer. It has also landed a major contract to supply BL's Jaguar motor car subsidiary with advanced electronic control systems for its model range in the 1980s. This was after AB delighted Jaguar with its initial design and development work.

Mettay of Croydon, Surrey, has also been established at Swansea, and has recently moved to a new site.

These two companies are

joining a gradually-lengthening

list of internationally-known

companies in the electronics

field which have put down roots

in Wales and are prospering.

It's fortunes to date illustrate the high rewards and risks of such break-neck speed. Within weeks of the launch, Mettay was forced to hive off its new product into a separate subsidiary, Dragon Data, and sell a major stake to Prutech and the Welsh Development Agency, in order to finance the expansion of production.

Last January, Dragon Data

moved into new premises at Kidwelly Hill in order to more than double production, and strengthen its place among the broad leaders in the rapidly-growing UK home computer market.

Earlier this month, however, Dragon Data was the object of a surprise £2.5m rescue package after lower than expected summer sales created a severe cash crisis. Now the company insists that it has a good order book for the rest of the year when it expects to make 50 per cent to 70 per cent of its sales. A more powerful machine is about to be launched and next year Dragon plans to launch a series of small computers for business use.

Torch Computers, another micro-computer company, this time in North Wales, which has also been experiencing a humpy ride, has just been given a £1m cash injection by the Welsh Development Agency and Newmarket (1981) investment trust to finance the expansion of its business computer, based on the BBC's Acorn personal machine.

**Risks recognised**

The risks inherent in the bid by the government backed Inmos Corporation to give Britain a stake in the standard worldwide semiconductor market were recognised at the start, but the futuristic-looking production plant at Newport is now operational and the Anglo-American venture is entering what has been described as its make-or-break phase.

Inmos has done well with its first device, a 16K static ram, and is now entering the 64K dynamic ram sector with a chip which incorporates special features which Inmos hopes will give the product an edge in a range of applications.

Inmos is also developing what it believes will be a winning innovation, the transputer, a very fast microprocessor capable of handling perhaps 10m instructions per second. The company believes transputers can overcome the limitations of regular microprocessors, and provide the designer with an electronic logic system that relates more closely to the real world.

A number of small Wales-based ventures have also been carving out significant niches in the rapidly-developing software market. Data Type at Cwmbran has grown from a two-man operation five years ago into a company whose turnover this year is expected to reach over £7m, as a result of the success of its specialist graphic terminals. These have been

purchased by U.S. National Aeronautics Space Administration (NASA) for use at the Kennedy Space Centre.

Red kite Software in Swansea has also won U.S. orders for its software, which enhances Digital's computer systems without involving expenditure on additional hardware.

In Cardiff, Computer Business Systems (CBS) and Target Computer Services have both established significant places in the UK market for specialist systems for the accountancy, legal and financial fields.

South Wales has also established an important place in the application of microprocessor technology to the amusement and gaming industries, with JPM (Automatic Machines) and Cretex among the companies involved.

The Welsh Development Agency, as well as providing financial backing for its staff, has also recognised a host of microelectronics ventures, which is also now moving fast to ensure an adequate supply of suitable accommodation.

Specialist high technology centres are being built at Cleppa Park, near Newport, and on Deeside Industrial Park, where the Newtech Centre will be linked with the North East Wales Institute's research department. The agency eventually envisages some five to six such centres throughout Wales.

New estates aimed specifically at knowledge and science-based industries are also going ahead. Gwent, notably at Marshall, near Pontypool, and in Mid-Glamorgan, Align-Rite Corporation is the first development on what is eventually planned as a 50-acre science park, at Bridgend.

New estates aimed specifically at knowledge and science-based industries are also going ahead. Gwent, notably at Marshall, near Pontypool, and in Mid-Glamorgan, Align-Rite Corporation is the first development on what is eventually planned as a 50-acre science park, at Bridgend.

This autumn is due to see the launching of another initiative aimed at further accelerating Wales's move into the microelectronics age. The precise name is to be called.

The project is to be a feasibility study by chartered accountants Deloitte Haskins and Sells but it will be aimed at enhancing Wales's attractions, for inward investment in high technology fields and encouraging Welsh industry to embrace the microelectronics revolution.

At the same time training in computer skills is to be stepped up. In Clwyd, Gwent, Mid-Glamorgan, and Neath are among a number of local authorities which have invested in specialist training facilities.

In Clwyd and Neath's case, the training facilities have also been geared to producing electronic assemblies for the computer industry.

Robin Reeves



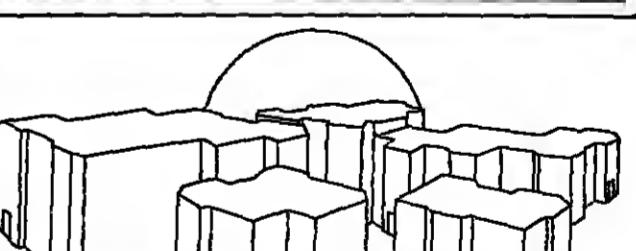
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## SECTION III - INTERNATIONAL MARKETS

# FINANCIAL TIMES

Wednesday September 28 1983

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## WALL STREET

### Transport stocks hit heavy going

TRANSPORT STOCKS took a battering on Wall Street yesterday under the combined forces of a chilly reception to the latest large rail merger and worries over labour difficulties among the airlines, writer Gordon Crabb in *New York*.

Although no rail or air issues are directly represented in the Dow Jones Industrial average, the discomfort created was enough to set going a selling move which remained moderate in volume but was intensive in scale, pulling the Dow 12.80 off its peak set on Monday to stand by the close at 1247.97.

Turnover reached some 81.4m shares, down from Monday's 88.4m, while 1.23 shares showed losses against 451 with gains.

The Dow Jones Transportation average, embracing 20 leading stocks in the two sectors finished 18.85 down at 565.91.

At the same time, the outlook for U.S. interest rates was thrown into some confusion after a dip in the interbank Federal Funds rate in very late dealings on Monday. The rate went from an 8.95 per cent average during official business hours down to at least 8 per cent, with

dealers reporting some trades as low as 5 per cent.

The plunge - coming at a time when many in the market were beginning to discern an easing in the authorities' credit stance - was attributed yesterday at least in part to computer difficulties at a New York money centre bank, which would have distorted the borrowing picture within the Federal Reserve system.

But one dealer also pointed out that, with the banks anxious to square their books before this quarter ends on Friday, some "may have overdone things" and would be seeking to skim off some of the surplus liquidity by offering reserves at a more attractive level.

Funds returned to 8% for much of yesterday before declining again to 8%, but the result was a dwindling of retail business in the government securities markets ahead of any clarification.

The Fed itself is loath to comment on such distortions, and the institutions operating in the credit markets were moved only to undertake small movements in rates.

Recent concerns that a lack of breadth in the stock market's advance could precipitate sharp sell-offs were given substance yesterday as, triggered by the transport jitters, selling spread to nearly all sectors.

Santa Fe and Southern Pacific, the two rail systems which announced a proposed tie-up under a new holding company, came down a respective \$2% to \$32% and \$2% to \$37%. Competitor railways serving nearby regions were also affected, with Burlington Northern off \$2% at \$97.4, and Norfolk and Southern \$1% at \$66.4, and CSX at \$4 at \$73.4.

Of the airlines, Eastern, which told its workers to choose between wage cuts and bankruptcy proceedings, was actively dealt to drop 5% lower at \$4. Others under selling pressure included American Air Lines (AMR), down \$2, at \$27.5, and UAL, off 5% at \$28.5.

The Transportation average includes all these stocks.

In addition, Boeing, dependent on prosperity in the airline industry for future orders, dipped \$2% to \$39.4 after two earlier blocks of 100,000 shares apiece were crossed at \$41 by Kidder Peabody.

On Wall Street itself, broker Merrill Lynch was hit by reports of possible losses from a transaction default in Spain. Its stock, heading the actives list, slid \$2% to \$34.4, having already been weakened in recent weeks by lower earnings forecasts.

The financial services side showed Allegany \$3% down at \$67.4 on the planned sale of its major unit to American Express, which fell \$1% to \$38.4. Baldwin United was savaged \$1% down at just \$3.4 after seeking court protection for some of its units.

Elsewhere, Schlumberger fell an active \$1% to \$54.4 with a morning block of 200,000 at \$54 crossed by Lehman Bros. One of the few firm points was Heinz, up \$4 to \$46.8 as it began a repurchase programme of up to 5m shares, albeit over "an extended period."

With the Fed again staying clear of credit market intervention, the discount rate on short-term Treasury Bills edged down three basis points from Monday's averages to 8.69 for the three-month and 8.84 for the six-month. The 12 per cent long bond of 2013 held at its overnight 104 1/2 to yield 11.43 per cent. The corporate and municipal markets were similarly lacklustre.

## LONDON

### Blue chip retreat gains pace

IN MARKED contrast to a record-breaking Wall Street performance, London remained uncertain yesterday. Leading shares began only slightly easier but soon retreated.

Nervous selling was in evidence until midday when a small rally boosted prices but most closed a shade above the lowest. The FT 30-share Industrial Ordinary index closed 8.5 down at the day's lowest of 894.0.

A marginally easier bullion price, coupled with a general lack of interest, left South African golds showing widespread losses after two days of good gains. In Australia, golds got off to a dull start, weighed down by the losses in metal prices and easier overnight domestic markets. Details, Page 33; Share Information Pages 34-35

## AUSTRALIA

A BOUT of profit taking among top mining and oil and gas stocks in Sydney yesterday shaved down the sharp gains of the previous session, and prices finished broadly lower in moderate trading.

Industrial sector stocks moved against the down trend later, however, with retailers and media groups leading a modest rally.

BHP, initially stronger following the optimistic tone of yesterday's annual meeting, finally eased 5 cents to AS12.60.

## SINGAPORE

THIN trading left most prices lower in a lacklustre Singapore market yesterday, with the Straits Times index 8.63 points off at 981.93.

Esso and Metro each fell 20 cents to \$51.60 and \$57.30 respectively. Hotels, properties and commodities were also easier.

## HONG KONG

THE introduction of sharply higher interest rates designed to bolster the flagging local currency had a depressant effect in Hong Kong yesterday and, combined with the lack of positive news on the colony's future, left prices mostly lower. The Hang Seng index shed 8.32 points to 800.70.

## SOUTH AFRICA

A RESURGENCE of selling took gold shares broadly lower in Johannesburg yesterday as the bullion price maintained its easiest trend.

Heavyweight Vaal Reef saw a substantial decline of R4.50 to R131.50, while among the lightweight stocks, Sallies fell 25 cents to R8.55.

## CANADA

WEAKNESS in oils and golds took Toronto stocks sharply lower at mid-session, with only the media and forest products sectors resisting the decline.

Dome Petroleum went against the trend to weaker oils with a CS1% gain to CS5%. Daon Developments, which reported higher nine month losses, fell 17 cents to CS1.46.

In Montreal, oils, metals and banks declined, but forest product issues firmed.

## TOKYO

### Technical loss fails to halt surge

LOW-PRICED big-capital issues such as heavy electrical, shipbuilding and synthetic fibre stocks led the way in a broad advance in Tokyo yesterday morning, but levelled off in the afternoon with buying interest shifting to speculative issues like non-ferrous metals, writes Shigeo Nishiuchi of *Yomiuri* Press.

The advance was buoyed by Wall Street's Monday upswing to a new high, and the fact that Japan's brokerage houses effectively entered a new business year yesterday.

The Nikkei-Dow Jones market average climbed 88.37 points to finish the day at 9,414.15, topping the 9,400 mark for the first time. A total of 551 stocks moved ex-dividend and 38 stocks went ex-rights, forcing the index to fall 28.12 points in total. Before these adjustments, the Dow would have surged 96.49 points for the day.

Volume jumped to 555.8m shares against 260.7m in the previous session.

Large securities firms in particular recommended heavy electrical shares like Hitachi and shipbuilding issues such as Mitsubishi Heavy Industries. Buying interest thus centred on these large-capital issues in the morning, but dwindled in the afternoon with interest shifting to non-ferrous metal issues like Mitsui Metal Industries and large-asset issues such as Nippon Express.

Hitachi rose to Y923 at one point, though it went ex-dividend, before falling in the afternoon to close Y1 down at Y910. Toshiba also soared to Y390, ex-dividend, but eased to finish at Y377. Mitsubishi Heavy Industries and Hitachi Zosen opened firm, both ex-dividend, but turned slightly lower in the afternoon session.

Among synthetic fibre issues, Tijin closed at Y377, ex-dividend, much higher than the theoretical price (adjusted for dividend) of Y359.50.

Elsewhere, Arabian Oil moved the maximum Y500 up in the afternoon to Y5,420, and non-ferrous metals such as Mitsui Metal Industries also moved

higher on revived buying interest. But blue chips like NEC, Matsushita Electric Industrial and Sony edged down on a wide front.

Bond prices opened on a firm note, but tumbled in the afternoon on heavy profit-taking by city banks and other financial institutions. The long-term 7.5 per cent government bonds maturing in January 1993 fell back in the afternoon after rising to 7.70 per cent at the outset, down from the previous close of 7.71 per cent.



## EUROPE

### Hesitancy sees gains evaporate

A HESITANT mood pervaded European share markets yesterday as investors anticipated a downturn in U.S. stocks following Monday's Wall Street record.

In Frankfurt, prices opened firm but eased in dull trading with profits being taken on the previous session's modest rally. But although little buying interest was seen, traders insisted market sentiment remained positive.

KHD saw its previous day's gains rapidly eroded and closed DM 6.5 off at DM 251. Other engineering also suffered, Linde easing DM 1.50 to DM 390 and Mannesmann DM 1.80 to DM 135.70. MAN firmed 20 pf, however, to DM 143.

BMW led the fall in motors, slipping DM 3.20 to DM 382.50, while VW shed

DM 1.70 to DM 218 and Daimler 50 pf to DM 578.

In narrowly mixed chemicals, BASF slipped 40 pf to DM 150.30 and Hoechst 50 pf to DM 156, but Bayer put on 20 pf to DM 150.50.

Electrical group Siemens lost DM 1.50 of its Monday gain of DM 5.30 to close at DM 344.50. AEG was also DM 1.50 off at DM 82.10. Brown Boveri dropped back DM 6 to DM 217 and PKJ was static at DM 310.50.

Banks saw Commerzbank DM 1.30 off at DM 171, Deutsche DM 1 down at DM 310 and Dresdner 60 pf easier at DM 173.40.

The bond market failed to find impetus after Monday's dull showing in U.S. credit markets and domestic issues were barely changed in thin trading.

Prices lost ground across a broad front in Paris as profit-takers moved in to capitalise on recent rallies.

In banks and financials, Cie Bancaire lost FF 2.90 to FF 325.1 and Credit Foncier gained FF 2 to FF 493. Schneider fell by FF 1.5 to FF 131.

Motors declined, with Peugeot off 3.90 at FF 219.90 and Valeo FF 5.9 lower at FF 202.

Profit taking also prevailed in Amsterdam as traders adopted a cautious stance ahead of the Wall Street opening.

Some early losses were turned into modest gains later, however, as in NMB bank, 80 cents higher at FI 155.50 and publisher VNU, 30 cents up at FI 117. Oce van der Grinten opened at a 1983 high of FI 215 but fell back to FI 214, up FI 1 from Monday.

In Brussels, stocks eased in quiet trading as the market assessed the effects of the now resolved public sector strike.

Societe Generale Belge's announcement of a plan to raise up to FF 8.8bn on the capital markets knocked FF 55 off the share price to FF 1905.

Wall Street's overnight record sparked renewed buying interest in Zurich. Financials and industrials were slightly higher, but banks remained neglected because of continuing uncertainty about the international debt situation.

In Milan, prices closed easier in thin trading as many investors withdrew ahead of the government's month-end budget statement. Montedison fell below L1200 for the first time in several months, losing L6.20 to L198.

Italcementi was one of the few firms trading, gaining L410 to L46,500.

There were modest gains in Madrid, where steels, chemicals and utilities firmed, but banks eased.

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## **NEW YORK STOCK EXCHANGE COMPOSITE CLOSING PRICES**

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For more information about this research, or the position of the FT in the European market place, please contact your local Financial Times representative or the Market Research Department of the Financial Times.

	Readership %
FINANCIAL TIMES	42
FAZ	24
HANDELSBLATT	21
LE MONDE	11
LWT	9
NEUE ZÜRCHER ZEITUNG	8
WALL STREET JOURNAL	6
BUSINESS WEEK	24
ECONOMIST	22
TIME	13
NEWSWEEK	11
INSTITUTIONAL INVESTOR (INT'L)	21
EUROMONEY	17

# FINANCIAL TIMES

EUROPE'S BUSINESS NEWSPAPER

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**Continued on Page 31**

## **AMERICAN STOCK EXCHANGE COMPOSITE CLOSING PRICES**

**Continued on Page 37**

## NEW YORK STOCK EXCHANGE COMPOSITE CLOSING PRICES

12 Month High	Low	Stock	Div	Yld	E	100s high	100s low	Close Prev.	Close Close	12 Month High	Div	Yld	E	100s High	100s Low	Close Prev.	Close Close	12 Month High	Div	Yld	E	100s High	100s Low	Close Prev.	Close Close	12 Month High	Div	Yld	E	100s high	100s low	Close Prev.	Close Close							
<b>Continued from Page 30</b>																																								
35	364	MoMf	5.25	13	200	416	414	41%	41%	106	66	PenCo	5.35	5.2	1	102	102	102	102	55	52	SearleG	5.10	2.2	100s	517	515	515	515	292	14	1259	264	264	264	264	264	264	264	
21	21	MoMf	0.16	10	406	246	246	23%	23%	243	416	Penney	2.15	37	11	174	174	174	174	52	51	Sears	2.12	4.0	22	382	377	377	377	322	14	124	41	41	41	41	41	41	41	
21	21	MoMf	7.72	13	250	60	60	60%	60%	49	52	PenPl	5.48	13	200	23	23	23%	23%	242	51	Sears	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41	
21	21	MoMf	1.38	6	88	20	20	20%	20%	21	21	PenPl	5.48	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41	
21	21	MoMf	3.04	19	110	834	834	83%	83%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	12	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	2.80	12	15	366	366	36%	36%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	30%	51%	100%	291	291	29%	29%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	1.00	63	328	268	268	26%	26%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.93	76	366	306	306	30%	30%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	10	296	120	120	12%	12%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	19	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426	14	124	41	41	41	41	41	41	41
21	21	MoMf	0.85	21	288	196	196	19%	19%	18	18	PenPl	5.48	10	13	200	23	23	23%	23%	242	51	Searle	1.24	4.4	8	553	524	524	524	426									

**Sales figures are unofficial. Yearly totals and local**

Sales figures are unofficial. Yearly highs and lows reflect the previous 52 weeks plus the current week but not the latest trading day. Where a split or stock dividend amounting to 25 per cent or more has been paid, the year's high-low range and dividend are shown for the new stock only. Unless otherwise noted, rates of dividends are annual disbursements based on the latest declaration.

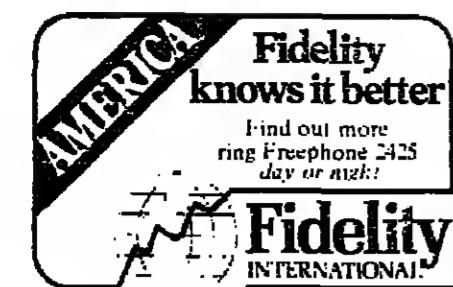
a=dividend also extra/spl. b=annual rate of dividend plus stock dividend c=liquidating dividend d=called d=dividend paid in Canadian funds, subject to 15% non-resident tax e=dividend declared after split-up or stock dividend f=dividend paid this year omitted, deferred, or no action taken at latest dividend meeting g=dividend declared or paid this year an accumulative issue with dividends in arrears h=new issue in most past 52 weeks. The high-low range begins with the start of trading, mid-day delivery. P/E=price-earnings ratio j=dividend declared or paid in preceding 12 months plus stock dividend k=stock split. Dividends begins with date of split l=sales m=dividend paid in stock in preceding 12 months n=estimated cash value on ex-dividend or ex-distribution date o=new yearly high p=trading halted w/in bankruptcy or receivership or being re-organised under the Bankruptcy Act or securities assumed by such companies r=dividend when distributed w/in month issued with warrants s=ex-dividend or ex-rights t=divs-ex-distribution w-without warrants y=ex-dividend and sales in last yld yield z=sales in tull

## WORLD STOCK MARKETS

## AMERICAN STOCK EXCHANGE CLOSING PRICES

Continued from Page 31																													
12 Month High	Low	Stock	Div. Yld.	P/ Ss	100s High	Low	Close	Prev.	12 Month High	Low	Stock	Div. Yld.	P/ Ss	100s High	Low	Close	Prev.	12 Month High	Low	Stock	Div. Yld.	P/ Ss	100s High	Low	Close	Prev.			
18	Regis	72.43	24.2	5	154	162	154	154	72.43	24.2	Superior	24.20	13	172	172	172	172	72.43	24.2	Wards	32.74	4.3	100	100	100	100	100	100	
14	RepCo	20.15	12	10	111	111	111	111	20.15	12	Stearns	104.35	7	104	104	104	104	20.15	12	Wells	10.10	7	15	15	15	15	15	15	15
15	Reynolds	16	10	9	125	125	125	125	16	10	Weyerhaeuser	10.91	8	104	104	104	104	16	10	Wells	10.10	7	15	15	15	15	15	15	15
17	Rexnord	16	10	9	125	125	125	125	16	10	Weyerhaeuser	10.91	8	104	104	104	104	16	10	Wells	10.10	7	15	15	15	15	15	15	15
11	Rexnord	18	10	9	125	125	125	125	18	10	Weyerhaeuser	10.91	8	104	104	104	104	18	10	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12	175	175	175	175	12	7	Weyerhaeuser	10.91	8	104	104	104	104	12	7	Wells	10.10	7	15	15	15	15	15	15	15
25	Rexnord	12	7	12</td																									





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BRITISH FUNDS

	High	Low	Stock	Price	Yield	Int.	Int. %	Yield %
<b>"Shorts": Lives up to Five Years!</b>								
100-1000	1000	900	1000	9.00	10.33			
95-950	950	900	1000	9.00	9.07			
90-900	900	850	1000	9.11	9.07			
85-850	850	800	1000	9.55	9.22			
80-800	800	750	1000	9.55	9.22			
75-750	750	700	1000	9.55	9.22			
70-700	700	650	1000	9.55	9.22			
65-650	650	600	1000	9.55	9.22			
60-600	600	550	1000	9.55	9.22			
55-550	550	500	1000	9.55	9.22			
50-500	500	450	1000	9.55	9.22			
45-450	450	400	1000	9.55	9.22			
40-400	400	350	1000	9.55	9.22			
35-350	350	300	1000	9.55	9.22			
30-300	300	250	1000	9.55	9.22			
25-250	250	200	1000	9.55	9.22			
20-200	200	150	1000	9.55	9.22			
15-150	150	100	1000	9.55	9.22			
10-100	100	50	1000	9.55	9.22			
5-50	50	25	1000	9.55	9.22			
0-25	25	0	1000	9.55	9.22			
<b>Five to Fifteen Years!</b>								
100-1000	1000	900	1000	9.00	10.33			
95-950	950	900	1000	9.00	9.07			
90-900	900	850	1000	9.00	9.07			
85-850	850	800	1000	9.00	9.07			
80-800	800	750	1000	9.00	9.07			
75-750	750	700	1000	9.00	9.07			
70-700	700	650	1000	9.00	9.07			
65-650	650	600	1000	9.00	9.07			
60-600	600	550	1000	9.00	9.07			
55-550	550	500	1000	9.00	9.07			
50-500	500	450	1000	9.00	9.07			
45-450	450	400	1000	9.00	9.07			
40-400	400	350	1000	9.00	9.07			
35-350	350	300	1000	9.00	9.07			
30-300	300	250	1000	9.00	9.07			
25-250	250	200	1000	9.00	9.07			
20-200	200	150	1000	9.00	9.07			
15-150	150	100	1000	9.00	9.07			
10-100	100	50	1000	9.00	9.07			
5-50	50	25	1000	9.00	9.07			
0-25	25	0	1000	9.00	9.07			
<b>Over Fifteen Years!</b>								
100-1000	1000	900	1000	9.00	10.33			
95-950	950	900	1000	9.00	9.07			
90-900	900	850	1000	9.00	9.07			
85-850	850	800	1000	9.00	9.07			
80-800	800	750	1000	9.00	9.07			
75-750	750	700	1000	9.00	9.07			
70-700	700	650	1000	9.00	9.07			
65-650	650	600	1000	9.00	9.07			
60-600	600	550	1000	9.00	9.07			
55-550	550	500	1000	9.00	9.07			
50-500	500	450	1000	9.00	9.07			
45-450	450	400	1000	9.00	9.07			
40-400	400	350	1000	9.00	9.07			
35-350	350	300	1000	9.00	9.07			
30-300	300	250	1000	9.00	9.07			
25-250	250	200	1000	9.00	9.07			
20-200	200	150	1000	9.00	9.07			
15-150	150	100	1000	9.00	9.07			
10-100	100	50	1000	9.00	9.07			
5-50	50	25	1000	9.00	9.07			
0-25	25	0	1000	9.00	9.07			
<b>Undated</b>								
100-1000	1000	900	1000	9.00	10.33			
95-950	950	900	1000	9.00	9.07			
90-900	900	850	1000	9.00	9.07			
85-850	850	800	1000	9.00	9.07			
80-800	800	750	1000	9.00	9.07			
75-750	750	700	1000	9.00	9.07			
70-700	700	650	1000	9.00	9.07			
65-650	650	600	1000	9.00	9.07			
60-600	600	550	1000	9.00	9.07			
55-550	550	500	1000	9.00	9.07			
50-500	500	450	1000	9.00	9.07			
45-450	450	400	1000	9.00	9.07			
40-400	400	350	1000	9.00	9.07			
35-350	350	300	1000	9.00	9.07			
30-300	300	250	1000	9.00	9.07			
25-250	250	200	1000	9.00	9.07			
20-200	200	150	1000	9.00	9.07			
15-150	150	100	1000	9.00	9.07			
10-100	100	50	1000	9.00	9.07			
5-50	50	25	1000	9.00	9.07			
0-25	25	0	1000	9.00	9.07			
<b>Index-Linked</b>								
100-1000	1000	900	1000	9.00	10.33			
95-950	950	900	1000	9.00	9.07			
90-900	900	850	1000	9.00	9.07			
85-850	850	800	1000	9.00	9.07			
80-800	800	750	1000	9.00	9.07			
75-750	750	700	1000	9.00	9.07			
70-700	700	650	1000	9.00	9.07			
65-650	650	600	1000	9.00	9.07			
60-600	600	550	1000	9.00	9.07			
55-550	550	500	1000	9.00	9.07			
50-500	500	450	1000	9.00	9.07			
45-450	450	400	1000	9.00	9.07			
40-400	400	350	1000	9.00	9.07			





## **INSURANCE & OVERSEAS MANAGED FUNDS**

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Continued on subsequent page Non-FRT  
Stock Exchange Listings page on 50

<b>OVERSEAS</b>				
<b>Adige Investment</b>				
Postfach 703, 8000 Zürich 1, Tel. 524269				
Admireta	1042120	21.84		
Admireta	1042107	72.54	0.01	
Fondi	1042114	55.00	0.01	
Fondi	1042109	55.00	0.01	
Albany Fund Management Limited				
P.O. Box 73, St. Helier, Jersey	0534 73493			
Albany S.F.d. (C.I.)	1025316	26.26	0.01	1.06
Next dealing Oct. 14.				
For Alice Harvey & Ross see Carter Alice				
Alliance International Dollar Reserves				
New Alliance Capital Management Ltd.				
See adjacent page Mon-Fri and				
Stock Exchange Dealings page 56.				
<b>Andover Futures Ltd. (Adv. Theistic)</b>				
c/o M.L. Bank of Bermuda 205-295 4000				
NAV Aug. 31.—	573.89	1.1		
<b>Arithmetron Securities (C.I.) Ltd. (a)(c)(X)</b>				
P.O. Box 225, St. Helier, Jersey	0534 76077			
Dollar Income Tr. I	10253.7	108.5	0.31	1.06
Govt. Secs. Tr.	101.0	84.55	0.4	11.63
Ven Bond	10250.0	204.0	5.89	
Sterling Fd.	10250.0	55.00	0.3	0.32
East Euro. & Eng. Inv.	10250.0	55.00	0.3	0.32
Next dealing Sept. 29, 1982 5.				
<b>B.I.A. Bond Investments AG</b>				
10, Baerstrasse CH-8030, Zug, Switzerland				
Baer Str. 19.—	10254 11.2001	—		
<b>Baerbank (Overseas) Ltd.</b>				
West Wind Building, Grand Cayman				
Looker J. Sarr Sfd. 101.106	1.107	—	1	—
<b>Bank of America International S.A.</b>				
35 Boulevard Royal, Luxembourg 1000, Luxembourg	0223 26 221 621	—	1.12	—
<b>B.T. Pacific Fd.</b>				
C.I. Assen HK Growth	511.12	2.51		
<b>Barbours Fund Managers Ltd. Agents</b>				
2, Mary Ave., London, EC3	01-623 1222			
<b>Barbours Fund Managers (C.I.) Ltd. (a)</b>				
41, Broad St., St. Helier, Jersey	0534 73493			
G.M. Fund Unlucky Tr. 1025	77.00	—	1.05	0.95
<b>Barbours Fd Managers (Var Estd) Ltd.(a)(b)</b>				
168, Hambleton Ave., 10, Horwbury Rd., H. Kins.				
Australia Tr. 1st.—Mon. 512.273	6.75	—	0.05	
U.S. Tr. 1st.—Mon. 512.273	6.75	—	0.05	
Int'l. Bond Fund	511.505	11.00	—	
HK & Pac. U. Tr. Fd. 1017.722	5.268	—	2.40	
<b>Barbours Fund Managers (100%) (a)</b>				
P.O. Box 32, Douglas, Isle of Man. Tel. 0624 23911				
Int'l. Inv.	710.204	21.7	—	
Int'l. Grth.	710.204.8	21.73	—	0.60
<b>Assicurazioni GENERALI S.p.A.</b>				
P.O. Box 132, St. Peter Port, Guernsey, C.I.				
Smirring Managed Fd. 10146.43	154.95	—		
Dollar Mngd. Fd.	10143.06	151.12	—	
Granville Management Limited				
P.O. Box 73, St. Helier, Jersey	0534 73493			
Granville Inv. Tr.	1011.02	11.00	—	3.27
Next dealing day Sept. 28.				
<b>Grindlay Henderson Mgmt. Ltd.</b>				
P.O. Box 414, St. Helier, Jersey	0534 74248			
See adjacent page Mon-Fri and				
Stock Exchange Dealings page 56.				
<b>Guinness Mahon Int'l. Fund (Guernsey)</b>				
P.O. Box 100, St. Peter Port, Guernsey 0481 23506				
U.S. S. Price IP.Fd. 10251.36	20.95	—		
E. Sterling Equivalents	10251.00	—		
U.S. S. Price Accruals	10251.00	—		
E. Sterling Equivalents	10251.00	—		
Prices as Sept. 15, Next dealing Sept. 29.				
<b>Hannover Pacific Fund Mgmt. Ltd.</b>				
2210, Commonwealth, Hong Kong				
Fax: 011-852-7215, 36-3721				
<b>Hawthorne Fund Mgmt. Ltd.</b>				
10, Boulevard Royal, Luxembourg				
NAV Aug. 31.—	1016.00	—	0.08	
Int'l. Inv. M. & G. Inv. Mgmt. Ltd., London				
Perpetual U.T. Mgmt. (Jersey) Ltd.				
See adjacent page Mon-Fri, and				
Stock Exchange Dealings Page 56.				
<b>Phoenix International</b>				
P.O. Box 77, St. Peter Port, Guernsey	0481 26747			
Inter-Dollar Fund	54.45	4.77	—	
Far East Fund	54.45	4.77	—	
Int'l. Bond Fund	53.49	3.83	—	
Dollar Fd. Int'l. Fund	53.40	3.85	—	
Star. Emerg. Gfd. Fd.	52.21	2.39	—	
<b>Providentia Capital International Ltd.</b>				
P.O. Box 121, St. Peter Port, Guernsey 0481 267269				
UK Stockmarket	51.395	1.500	—	
Int'l. Stockmarket	52.027	1.105	—	
World Technology	51.295	1.525	—	
N. Am. Stockmarket	51.245	1.34	—	
Fd. Int'l. Inv.	51.385	1.651	—	
UK Fund Inv.	51.385	1.651	—	
Instl. Fixed Inv.	51.027	1.105	—	
Instl. Currency	51.025	1.103	—	
Instl. Money Market	51.067	1.145	—	
U.K. Money Market	51.020	1.105	—	
Star. Money Fd.	51.120	1.302	—	
Dollar Mgmt. Fd.	51.145	1.250	—	
Swing. Target Fd. 1017.51	—			
Prices as September 21, Next dealing Sept. 28.				
For Guest Fund Man. (Jersey)				
See Royal Trust Inv. Mgmt.				
<b>Quill/Harlequin Commodities</b>				
31-45, Gresham Street, EC2V 7LH, U.K.	01-603 4177			
Resources Fd.	51542.73	53.00	1	2.1
Next dealing day Oct. 3.				
<b>Rea Brothers (Iom) Ltd.</b>				
25 St. Helier, Iom, I.M.				
25 St. Helier, Iom, I.M.	0624 21724			
<b>£ Sterling</b>				
£ Sterling	5175.21	—	0.01	
Swiss Francs	5175.21	—	0.01	
U.S. Dollars	530.27	—		
Wardley Investment Services Ltd.,				
4th Floor, Hutchison House, Hong Kong				
Wardley Trust	52.67	4.05	0.10	2.35
Wardley Bond Fund, P.L.	52.50	4.00	0.10	2.30
Wardley Bond Trust	52.50	4.00	0.10	2.30
Wardley Japan Trust	52.50	27.20	1.04	0.55
WestAvon Secs. (Guernsey) Ltd				
P.O. Box 214, St. Peter Port, Guernsey 0481 27768				
Guernsey Fd.	51.10	1.10	—	2.50
5% Option	51.00	1.00	—	
<b>World Wide Growth Management</b>				
10a, Boulevard Royal, Luxembourg				
Worldwide, Ctr. 5th Fl., Luxembourg	513.17	—	1.08	
Int'l. Inv. M. & G. Inv. Mgmt. Ltd., London				
<b>Wren Commodity Management Ltd.</b>				
10, St. George's St., Douglas, I.M.	0624 25015			
Wren Com. Fund	526.1	27.31	—	
Commod. Fund	525.5	26.87	—	
Precious Metal Fund	1220.9	125.0	—	
Vanguard Commodity Fund	521.0	29.4	—	
Platinum Fund	521.0	29.4	—	
Wren Int'l. Fd.	50.560	6.545	—	

## COMMODITIES AND AGRICULTURE

## EEC farm cash shifting south

BY JOHN WYLES IN BRUSSELS

THE "shift to the south" in the pattern of European Community agricultural spending was highlighted last year by a rise of more than 20 per cent given to Greek and Italian farmers.

The rapid build-up in Common Agricultural Policy spending on Mediterranean products in the past four years could, if it continues, undermine attempts under way to economise on farm spending.

This is because the main thrust of the European Commission's economy proposals being discussed by member states is on reducing costs of supporting northern products — dairy, cereals, beef and veal.

The commission's approach to controlling costs of southern production is seen as rather more benign in spite of the fact that the share of farm

spending taken up by Mediterranean products has doubled since the late 1970s.

Thus, spending on the wine sector will have risen from 620 European currency units in 1979 to 638m ecu this year, on a rise from 25.4m ecu to 688m ecu in 1982.

This represents a significant gain for Greek, Italian and southern French farmers and has helped bring swift growth in the net budgetary benefits enjoyed by Greece and Italy.

The commission's report on CAP spending last year shows that Greece's share of total farm spending rose from 1.3 per cent in 1981 to 5.5 per cent last year, and Italy's from 18.9 to 21 per cent. This amounts to a 542m ecu rise in Greece's receipts from the CAP and 527m ecu in Italy's.

## Mining ministers prepare for new tin association

BY WONG SULONG

MINING Ministers from Indonesia, Malaya, Thailand, Nigeria and Zaire, meet in Bangkok tomorrow to inaugurate the Association of Tin Producing Countries (ATPC), Australia, which has indicated it will join the ATPC later, will send an observer.

The two-day meeting will decide on the location of the ATPC's headquarters, the appointment of a chief executive, and an annual budget.

Indonesia is reported to be insisting on providing the chief executive, while Malaya and Thailand are interested in the four countries providing the head-quarters.

Meanwhile, a senior Malaysian government official said Malaysia was satisfied with the outcome of the recent Inter-

national Tin Council meeting in London.

The ITIC meeting highlighted the threat of tin smuggling and identified several ways to curb illegal trade, estimated at 10.52m tonnes at the start of this month.

Mr Everett Rank, Administrator of the USDA's Agricultural Stabilisation and Conservation Service, said:

"Tin is to cut its trading

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The base metal markets had already eased in nervous reaction to the lower trend in gold and silver. Aluminium, nickel and zinc prices lost ground, and the recent upward move in lead was reversed.

Mr Ian McGaw, managing director of ICCM, which provides the clearing system for the bulk of London's soft (non-metal) futures markets, said:

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## CURRENCIES, MONEY and CAPITAL MARKETS

## FOREIGN EXCHANGES

## D-mark firmer against EMS currencies

The D-mark rose to record levels against the French and Belgian francs yesterday. The re-emergence of the D-mark as a traditionally strong currency has been reflected in a recent softening of the U.S. dollar. This has resulted in increased pressure on the Belgian franc with other currencies such as the Italian lire and Irish punt also suffering from a stronger D-mark.

While the dollar showed little overall change, the trend tended to lose ground on expectations of lower UK interest rates.

**DOLLAR** — Trade weighted index (Bank of England) 127.8 against 122.1 six months ago.

The dollar has retreated from the peaks touched in August, amid growing signs that a sustained fall in the imminent future will work to good U.S. M1 money supply figures.

An easing of the Federal Reserve monetary policy, leading to lower U.S. interest rates, has been anticipated for some time, but previous disappointments with encourage some market

The dollar rose to DM. 2.6505 from DM. 2.6445 against the D-mark but was weaker against the Swiss franc 51.250 to 51.2405. It was higher against the French franc how-

ever at FFr. 8.0425 from FFr. 8.0175 and YFr. 228.05 from YFr. 227.27.

**STEELING** — Trading range against the dollar in 1983 was 1.6245 to 1.4540. August average 1.6412. Trade weighted index 84.4 against 84.4 at August 4.6 at the opening, and compared with 84.6 on Monday and 76.1 six months ago. The pound has been very steady recently, and the probable weakening against the dollar is likely to be welcomed. Sterling's recent performance, coupled with hopes of lower U.S. interest rates, has encouraged speculation about lower London rates.

Sterling traded between \$1.3945 and \$1.3940 against the dollar before closing at \$1.3970, a fall of 65 points from

Monday. It was also lower against the D-mark at DM. 2.9725 from DM. 2.98 and SwFr. 3.21 from SwFr. 3.225. Against the French franc it slipped to 12.0460 compared with FFr. 12.0585 and YFr. 357 against YFr. 376.

**D-MARK** — Trading range against the dollar in 1983 is 2.6110 to 2.6250. August average 2.6736. Trade weighted index 126.1 against 131.4 six months ago. Until the recent easing of U.S. M1 money supply growth the D-mark had been at its lowest level since the mid-1970s, 10 years earlier, reflecting the large differential between U.S. and German interest rates. A softer tone in U.S. rates together with a rise in the German Lombard rate have served to narrow the gap, however, as the Bundesbank

has moved to counter excessive money supply growth.

The D-mark had an underlying tone at the Frankfurt fixing, despite losing ground to the dollar. The U.S. currency rose to DM. 2.6828 from DM. 2.6444, and the Swiss franc to DM. 1.2389 from DM. 1.2289.

**THE SWISS** — The Swiss bank did not intervene at 90.34 as the market tried to advance when Federal funds traded at around 80.34 per cent compared with the previous close of 9 per cent.

Fears that the present interest rate position in New York may be technical soon depressed the contract, however, which finished at 80.29, compared with 80.35 on Monday.

CFX futures finished on a slightly lower note, slightly above the weekly levels, as traders expressed some surprise that there was no panic following the sharp fall in cash prices.

December began trading at

108.05, and fell away to a low of 107.93 before closing at 107.24, compared with 108.18 on Monday.

Prices weakened on disappointment at the lack of follow-through in the U.S. bond market following the latest sharp fall in money supply, while the market was also concerned at sterling's decline on the foreign exchanges.

There was some speculation that a reduction in clearing rates may be still several weeks away, while the latest chart movements were also seen as unfavourable for the gilt market.

Traders were therefore at something of a loss to explain the sharp increase in prices of short-term interest rate contracts. December opened at 90.70, the lowest level of the day, and closed at the high of 90.75, compared with 90.74.

December began trading at

## EMS EUROPEAN CURRENCY UNIT RATES

Sept. 27 ECU central rates Sept. 27

All the Notes having been presently placed.  
this announcement appears as a matter of record only.

**U.S.\$5,000,000**

**LOMBARDFIN INTERNATIONAL LIMITED**  
(A member of the Lombardfin group of companies)

**12% Notes due 1988**

**Lombardfin Securities Underwriters Limited**  
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- Bullion, krugerrands, platinum and base metal prices
- Dow Jones Industrial Average
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We are pleased to announce that

**Michael J. Kugler**  
Managing Director

has joined our firm.

**A.G. BECKER PARIBAS**  
INCORPORATED

September 1983

## INTERNATIONAL CAPITAL MARKETS

### BOND MARKET SWITCHES ATTENTION TO SWISS FRANC SECTOR

## IC Industries seeks \$64m

BY MARY ANN SIEGHART IN LONDON

**EUROBOND MARKETS** had a day of consolidation yesterday after the price gains seen in the last couple of weeks. Though there was some retail buying interest and good turnover in the dollar sector, profit-taking caused prices to drift down slightly on the day.

But while the dollar and Mark primary markets stayed quiet, the Swiss Franc new issue market was full of activity.

**IC Industries**, the U.S. holding company, launched its second dual currency bond in which the interest is paid in Swiss francs and the redemption in U.S. dollars. The bond will be for a minimum of \$64m with a two-year life and a coupon of 7% per cent. Each SwFr 5000 bond will

be redeemed at \$3200 and the issue will be priced by UBS on October 3.

The Province of Manitoba became the third Canadian province to tap the Swiss market in the space of six weeks with its SwFr 100m, 10-year issue announced yesterday. Led by UBS, the bond has an indicated yield of 5% per cent and will be priced on Friday.

Meanwhile, Heros Corporation, the UK motor and property company, is tapping the ECU market for ECU 40m through a seven-year, 11% per cent bond led by Credit Lyonnais. It will be finally priced on October 5.

**Fujitec**, the Japanese elevator maker, is raising SwFr 50m through a 5% year convertible prior to 1992.

**Long Term Credit Bank of Japan**

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**Prices in Switzerland and Germany** closed unchanged, following the disappointing performance of the New York market.

**TOKYO** — Japanese industrial and commercial corporations issued 189 external bonds totalling \$8.5bn in the year to March 31 — an increase of 26.5 per cent over the previous year.

The upward trend continued in the April-June quarter, when 72 bonds worth \$2.4bn were raised, Finance Ministry officials added.

The issues covered 36 per cent of the Y3.9bn (\$18.4bn) raised by Japanese corporations through bonds, they said.

The Swiss market accounted for 64.8 per cent of total Japanese external bond issues, against 32.6 per cent the previous year.

**Euromarket bond issues** rose to 5.9 per cent of the total from 2.9 per cent in 1981. The low percentage was due to high issue costs in Germany compared with the Japanese market.

The Eurodollar market shared 23.2 per cent of total bond issues, down from 49.4 per cent for the

year before because of high U.S. rates, the officials added.

The remaining 8.1 per cent represented bond issues in the U.S. and depository receipts, compared with 16.1 per cent in 1981. The share of convertible bonds declined sharply to 38.7 per cent in 1982 from 88 per cent the previous year, because of a softening of the Japanese stock market and weakening of the yen.

The share of straight bonds rose to 57.3 per cent from 10.4 per cent in 1981.

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**Euromarket bond issues** rose to 5.9 per cent of the total from 2.9 per cent in 1981. The low percentage was due to high issue costs in Germany compared with the Japanese market.

The Eurodollar market shared 23.2 per cent of total bond issues, down from 49.4 per cent for the

year before because of high U.S. rates, the officials added.

The remaining 8.1 per cent represented bond issues in the U.S. and depository receipts, compared with 16.1 per cent in 1981. The share of convertible bonds declined sharply to 38.7 per cent in 1982 from 88 per cent the previous year, because of a softening of the Japanese stock market and weakening of the yen.

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## SECTION IV

## FINANCIAL TIMES SURVEY

Private housebuilders are expected to complete 160,000 homes this year, the highest total for a decade, helped in part by government measures. Simultaneously, the squeeze on capital expenditure has limited efforts by the public sector

# UK Housebuilding

BRITAIN'S HOUSEBUILDERS are entering their first sustained boom since the early 1970s and, for the first time, all the impetus is coming from the private sector.

This year private housebuilders' completions should top 160,000 — the highest since 1973 — while output in terms of earnings is expected to rise by 20 per cent to £1.6bn, a further improvement on last year's 18 per cent upturn when the signs of a turnaround first emerged.

By contrast, the squeeze on capital expenditure has limited the public sector's share of this key indicator. Industry's performance to a much more modest rise, up 5,000 units to 54,000 forecast completions in 1983 — a marked contrast to the 107,000 recorded a decade ago.

In part, the success of the housebuilding sector is due to Government measures to boost an industry which, with repair and maintenance, generates £2bn annually, and which significantly, can make a major contribution to increasing employment opportunities.

But the greatest efforts have come from the builders themselves who, after a decade of depressed activity, have woken dramatically to buyers' needs with almost revolutionary changes in product development, design and marketing techniques.

Much of this achievement can be attributed to Barratt, whose skilful wooing of the first-time buyers sector, has lifted its sales in just five years from £122m to £356m and quadrupled profits to £40m. This year the company is aiming for 18,000

starts, a substantial lead over Wimpey, the former pioneer, which expects about 11,000.

This predicts a continuing modest rise in public sector building to 64,000 completions in 1983, but a stabilisation at 160,000 in the private sector next year, then in 1985 a modest downturn to 150,000.

The second forecast, issued by the Building Materials Producers, projects total completions falling from a 1982 high

of 185,000 to 195,000 the following year. More ominously, it predicts a substantial fall-off in building starts from a peak this year of 215,000 to 195,000 in 1985 — a return to last year's levels.

Projections have long been

treated with healthy cynicism. The Building Societies Association study has established that 80 per cent of the population — 90 per cent among under-30s — wish to own their own homes. The problem now lies in supplying the properties at prices the customer can afford to pay.

Scepticism as to the industry's ability to do this is borne out in the two forecasts available to the industry. The first, and most quoted, comes from the National Economic Develop-

## Waking up to buyers' needs

By IVO DAWNEY

the public sector, with the remainder purchasing from the second-hand market or private builders. The tail-off in council house sales now means that the private builders must supply the bulk of demand for new homes.

No one doubts that the demand is there. A Building Societies Association study has established that 80 per cent of the population — 90 per cent among under-30s — wish to own their own homes. The problem now lies in supplying the properties at prices the customer can afford to pay.

Scepticism as to the industry's ability to do this is borne out in the two forecasts available to the industry. The first, and most quoted, comes from the National Economic Develop-

ment Council's building committee. This predicts a continuing modest rise in public sector building to 64,000 completions in 1983, but a stabilisation at 160,000 in the private sector next year, then in 1985 a modest downturn to 150,000.

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New houses at St John's Wood, London (above), Banstead, Surrey (right, above) and Thamesmead South East London

of 185,000 to 195,000 the following year. More ominously, it predicts a substantial fall-off in building starts from a peak this year of 215,000 to 195,000 in 1985 — a return to last year's levels.

While insisting that the Green Belt principle remains intact, he has called for local authorities to review its boundaries to allow peripheral and unobtrusive sites to be released.

**Interpret**

The mortgage issue, though less crucial, is harder to interpret. The effects of the Abbey National's decision to quit the interest rate cartel remain uncertain. Mr Clive Thornton, Abbey National's chief general manager, predicts 1.25 per cent cut in his interest rates, while other societies warn gloomily of increases.

Since the winter mortgage surplus turned to a famine this summer the market for home loans has looked increasingly volatile. The banks, whose sudden appearance on the scene earlier in the decade was matched only by the speed of their withdrawal, are again ex-

pected to enter the market.

But builders and industry analysts tend to argue over the significance of the mortgage queues. Mr Tom Baron, chairman of Lancashire housebuilder, Christian Salvesen, says: "I would prefer to see more mortgages at 12 per cent and no shortages, rather than fewer at 10 per cent."

However, one City stockbroker claims: "The length of mortgage queues has virtually no effect on sales."

This could be borne out by the fact that though mortgages are now more expensive in relation to inflation, the house price/earnings ratio is very low.

The price of home loans has now become another key card in the volume builders' bag of marketing tricks. Witness this month announced an "Autumn magic" package offering repayments at just 6 per cent for the 12 months until August next year. And Barratt has used a 10 per cent come-on for over a decade.

The range of incentives that are now on offer encompasses payment of removal expenses,

legal fees, stamp duty and the incorporation of extras.

But there are growing doubts among the smaller builders as to the importance of handouts. If the location is right, then demand will be there anyway, they claim.

In other sectors, the slightly smaller companies — priced out of the large, high-density sites — have greater access. Mr Philip Warner, chief executive of Bovis Homes, believes that the second-time buyers, looking for a four-bedroom detached house at about £45,000, are set to provide proportionately greater growth in the coming year.

Another boom sector, sheltered homes for the elderly, is also forecast to increase still further.

Expectations for the public sector-dominated repair and maintenance market are depressed, however. Pressure on councils' capital spending would be damage enough. But there is growing evidence that neither councils nor the builders themselves have much enthusiasm

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## UK HOUSEBUILDING II

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Builders' claims that there is a land famine have been given a sympathetic hearing in Whitehall

# Land: battle for the Green Belt continues

BUILDING INDUSTRY historians may look back one day at 1983 as the date of the War of Jenkins' Ear. Just three months after the appointment of the new Secretary of State for the Environment, it looks as if the housebuilders are winning.

Throughout the summer the housebuilders and their allies have been pressing their claim that Britain is suffering from a land famine. If action is not taken quickly, they argue, a major wealth-generating sector, capable of creating substantial numbers of jobs and realising the Prime Minister's dreams of a property-owning democracy, will be lost.

Evidence that their entreaties have not fallen on deaf ears has been quick to come. Only a month after reaching his desk, Mr Jenkins began to issue a stream of draft circulars, guidance and memoranda putting pressure on the planning authorities to address the problem.

The first, Land for Housing released in July, ordered authorities to redouble their efforts to allocate sufficient land to meet five years' housebuilding requirements. It was followed the next month by a second draft directive proposing that county structure plans should consider, in special cases, re-draw the boundaries of Britain's 14 green belts should be considered.

"If Green Belts are drawn excessively tightly around existing built-up areas, it may not be possible to maintain the degree of permanence that Green Belts should have," the circular read. Despite the ensuing furor from the conservation lobby, Mr Jenkins repeated the point at a planners' conference in Scotland earlier this month, adding for good measure that since 1979

the London Green Belt had expanded through planning decisions by 45 per cent and now covered 1.2m acres or three times the area of London itself.

Within a week, the Environment Secretary had issued a further directive calling on authorities to respond positively to planning applications stemming from the imminent completion of London's orbital M25 motorway.

Reaction to this apparent slackening of planners' grip has come quickly, not just from the local authorities themselves, but from the House of Commons, Labour and bodies such as the National Trust and Campaign for the Preservation of Rural England.

But are the housebuilders right to complain of land shortages? And if so, what do they propose?

The principal forum designated to answer these questions is the Joint Land Requirements Committee—an uneasy marriage of Britain's housebuilders and planners. A paper issued last February by the Housing Federation on behalf of the JLR Committee attempted to draw mutually agreed conclusions on the key points. But it did find some areas of record.

## Disagreement

The main point the JLR study established that demand, established in 1977 as about 300,000 houses a year, could be revised down to about 220,000.

Beyond that there was disagreement. While the county planning officers claimed that structure plans plus redevelopment and infill could cover this figure, the JLR concluded that present provisions could leave a shortfall of up to 30,000 homes.

Similarly, the latest report of the South East Strategic Committee on Regional Planning—the last pressure area—claims that adequate provisions had

## PRIVATE SECTOR HOUSING LAND PRICES BY REGION

Reported number	Transactions	Plots	Hectares	Simple average price per plot	Index of weighted average price per hectare
South East (excl. Greater London)					
1979	294	10,136	398	4,138	285
1980	277	7,282	299	6,648	263
1981	183	4,426	164	6,929	286
1982	266	5,866	270	7,707	
Totals					
1979	39	1,103	51	2,853	186
1980	22	1,219	57	3,364	215
1981	20	648	28	4,145	289
1982	22	649	27	3,094	
England and Wales					
1979	1,420	39,676	1,715	3,937	183
1980	1,143	27,835	1,209	4,466	241
1981	786	17,383	736	4,838	250
1982	1,000	23,604	942	5,338	281

Source: D-E

been made in structure plans for the 230,000 homes required in the South East over the next five years.

But while the housebuilders do not contest this, they argue that many of the allocated sites are not in areas of highest demand and that some counties are using the targets based on historic demands to reduce land availability.

In back of their case, the House Builders Federation points to evidence in the market place. Since 1971, they point out, average prices for plots for private development in England and Wales have soared from about £930 to £4,340 in 1981.

Over the same period, land

been made in structure plans for the 230,000 homes required in the South East over the next five years.

Turning their attention to the politicians, the builders point out that the decline in public building—squeezed by expenditure restraints—means that the bulk of new homes must come from the private sector.

Slum demolition programmes, they add, have been reduced in a decade from 70,000 homes a year to 20,000. On that basis, Britain's 20m housing stock would be sufficient only if every property had a natural life expectancy of 900 years.

The housebuilders also counter claims that there is sufficient land in the inner areas to meet demand. An HBF study, uncontested by the local authorities, suggests that of the 100,000 acres shown on Land registers, only 11 per cent, or enough for 180,000 homes, is suitable for building.

Mr Roger Humber, HBF director, concludes: "There is no justification for a planning system unless it takes hard choices into account and is prepared to change its policies."

The housebuilders' solution is to urge the Government to call an immediate freeze on all expansion of the green belts to allow a full review of the county structure plans. These would then incorporate substantial new provisions of land to meet demand where it is strongest.

In addition, Consortium Developments, a new company formed by most of the ten largest builders, is piling on the pressure with plans to build 15 mini-towns—five in the hallowed London Green Belt—to house populations of between 7,000 and 11,000.

This leaves the Government in a highly-sensitive political quandary. On the one hand, the advantage in jobs, growth and its objectives in extending home ownership must tempt ministers to pressure the

authorities to loosen the planning noise.

But on the other, the areas where restriction are tightest are in the South East—often strong Conservative country constituencies.

Conservative hostility to new developments—but also the region where demand both for home and labour is highest, as are prices.

**Evidence**

At the moment, all the evidence suggests that the Government is prepared to push ahead, forcing the authorities to surrender to market pressures.

How far it will go is yet to be seen. The Housebuilders are closely watching for the Environment Secretary's verdict on the structure plans of Buckinghamshire, Hertfordshire and Kent, due shortly. If they are sent back for revision, the industry will believe it is winning the first major battle.

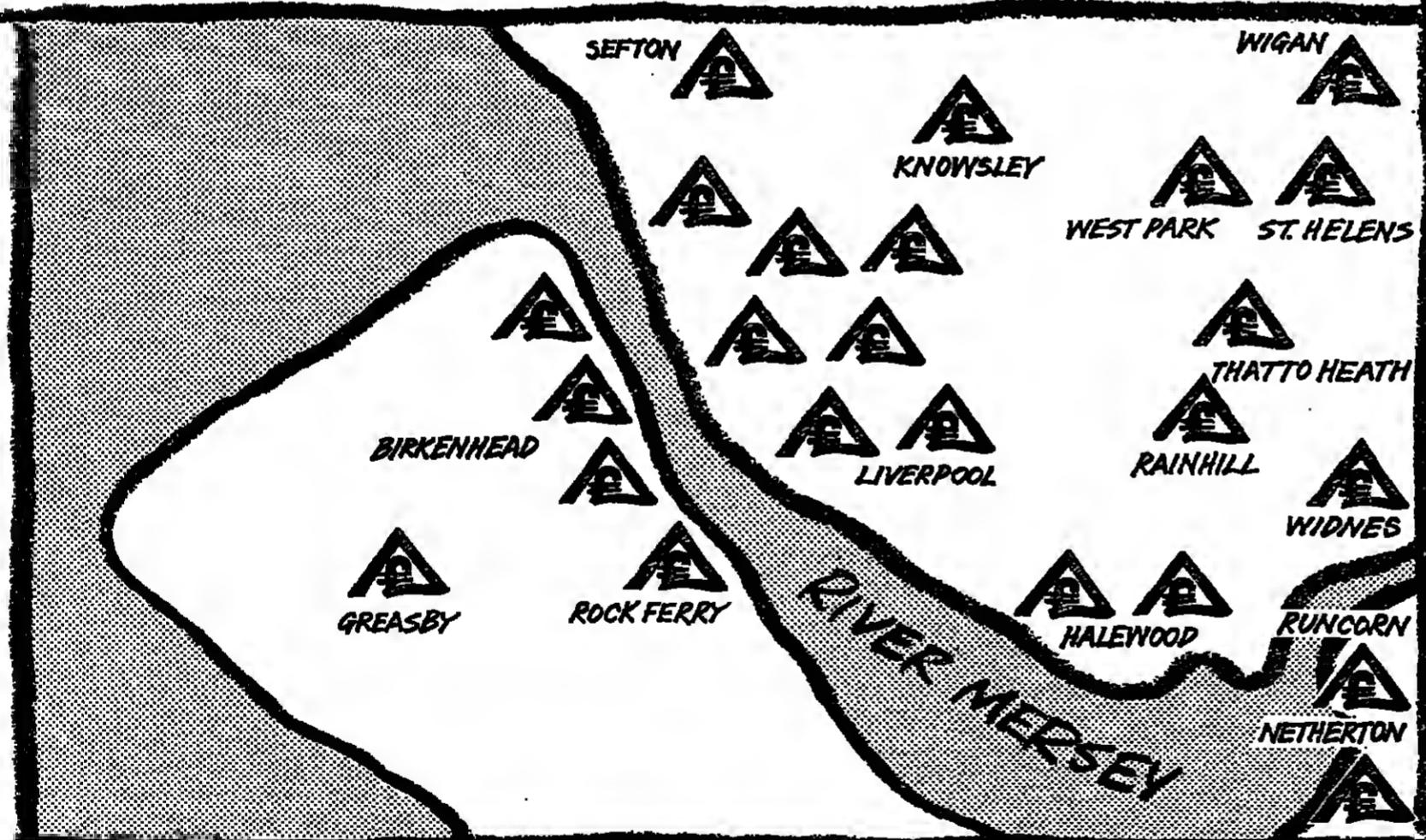
Nevertheless, as long as the demand holds up—there is no evidence that it will—new planning policies will remain in place, with no prospect even of realisation yet.

Only if Consortium Developments succeed in winning Jenkins's ear will many industry sceptics believe that a modest decline in land costs could be on the way.

Ivo Darnay

# Marketing techniques greatly improved

# Nationwide in action: Merseyside



Michael Heseltine as Secretary of State for the Environment, started the Merseyside Initiative. A massive programme of rebuilding and rehabilitation.

Nationwide lost no time in replying to this urgent initiative, and ear-marked no less than £12,000,000 for Merseyside in 1983. The £12 million is in addition to the normal amount of mortgage funds Nationwide pumps into the area annually.

This financial bonus is being used to fuel a variety of urgent housing projects. They include: the right to buy direct from local councils; modern conversions of good Victorian houses into flats for first-time buyers; cost-sale developments; homesteading; and shared ownership schemes.

The map above gives you some idea of the density of the building programme being undertaken in the area. A programme entirely financed by Nationwide. Nationwide are glad to be part of the rise of the new Merseyside.

# It pays to decide Nationwide

**Nationwide**  
Building Society

builders, vowing to limit interest rates to their previous level.

For some of the market leaders, the cost of such a gesture will run into hundreds of thousands of pounds, but they readily appreciate that up to three-quarters of their sales involve first-time buyers, whose buying plans are particularly sensitive to the size of their monthly mortgage repayments.

But not all builders agree. Major contractors like Tarmac have refused this time to join in the mortgage subsidy game, saying that the total house price is currently a more significant factor in buyers' plans. Some builders are openly hostile to the practice, describing it as nothing more than a marketing gimmick which builders will in any case claw back through higher asking prices.

Housing demand at that time, which few had properly analysed, was from the first-time buyer and purchasers generally in the lower to middle end of the price scale. However, many contractors were resolutely refused to materialise.

So the first element of the marketing package—and presumably the most important—is to provide the homes which people require. There is now plenty of evidence to suggest that the housebuilding industry is attempting to do just that, in terms of design and cost.

The new housing market has been dominated for some time by the need to meet the needs of people with comparatively modest incomes, and chasing this sector has proved extremely successful for some contractors.

No one suggests that there is no room for more expensive housing, with land prices in many parts of the country in any case making "cheap" an impossibility. But the recent emphasis has been placed squarely on providing "value for money" and on tempting wavering owner-occupiers in through the door.

The package of "temptations" put in their way has become immense and its presence is a measure of how the housebuilders are currently paying as much attention to promotion as they are to the plumbing.

## Incentives

Sales incentives in the housebuilding industry are hardly new—between the wars prospective purchasers would be taken to view development sites by chauffeur-driven limousines—but never before have they been used so widely or comprehensively.

Today, the potential customer is confronted by a dazzling range of incentives designed not only to make house purchase apparently cheaper but also considerably easier.

The prime sales tool is the mortgage rate itself. At 11 per cent, the cost of home loans has been much higher in the past, though in real terms (when set against the prevailing rate of inflation) they have never been more expensive.

To help ease the burden,

several of the volume housebuilders have become used to freezing the mortgage rate when further increases have been announced. The rise in mortgage rates during the summer was followed by a predictable rush of undertakings from

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## UK HOUSEBUILDING III

Hope has faded that setting up land registers would bring many more building plots on to the market

## Myths of the inner cities

THE ACHIEVEMENTS in Britain's inner cities, the restoration of long-declined sites to housing and the restoration of existing public sector tenements for sale cheaply to first-time buyers, have helped create the myth that all of Britain's future housing requirements can be met through better use of urban land.

But however enticing the idea may be to those genuinely concerned about preserving the countryside and the more sensibly concerned not to see more new houses built next to theirs, it is simply not true.

In the latest Government draft circular sent out in July and entitled simply "Land for Housing", Mr. Patrick Jenkins, Environment Secretary, refers to the need to make full use of "land available within existing urban areas"—but then goes to state quite clearly: "Most new housing will continue to be on new sites and structures and local plans must make proper provision for such developments."

The attraction of replacing green field sites with inner urban ones is not recent. The previous Environment Secretary, Michael Heseltine, came under immense pressure from Conservative politicians all over the Home Counties to help them keep private housebuilders away from their angry electorates. At the same time he was inundated with reports of publicly-owned former city land which was under-developed or completely derelict.

In an attempt to kill two birds with one stone, he set up the network of land registers, the first of which was published in April 1982. It is clear from political and Parliamentary speeches made at the time that Ministers thought they were about to find a real panacea.

But even early analyses of registered land were sobering: the Environment Department considered only 5,000 of the first 15,000 sites listed as suitable for development of any kind, but persisted in its efforts to get the whole country covered.

Last October the House-builders Federation published a close scrutiny of 68 registers, listing a total of 100,000 acres of land. It concluded that barely 11 per cent was both truly available and also suitable for pri-

vate housing. Builders continue to be accused—especially by bodies like the Council for the Protection of Rural England and the Labour-controlled Association of Metropolitan Authorities—of refusing to take on inner city sites because greater field development is more profitable.

This is becoming less and less true, as leading house-builders as well as medium and small builders pick up the gauntlet and become involved in Britain's London and Liverpool waterfronts and in places like Birkenhead, Newcastle and Slough where often the risks are considerable, while the profits are strictly controlled through pricing agreements with the local authorities.

London's Docklands are probably the outstanding example.

The April 1981 census showed that there were 784 owner-occupiers in the area covered since July 1981 by the London Docklands Development Corporation (LDDC)—and 12,000 public sector houses and flats.

The corporation's target was to carry out reclamation work, draw up briefs, select builders, negotiate designs and prices and release land for about 10,000 homes a year, and so far it is on target, with Britain's two biggest house-builders, Barratt and Wimpey, having the first completed sites in Beckton, where all 360 houses were sold very quickly.

## Converted

A survey showed that some 35 per cent of buyers were previously council tenants and almost 20 per cent were living in the London Borough of Newham already. Other builders involved in London Docklands include Wates, Broseley, Comben, McInerney and Roger Malcolm.

The LDDC aims to provide about 10,000 low-price homes on its very expensive waterside developments, some in conventional warehouses, which have provided ready targets for local protesters.

Elsewhere in London, major new housebuilding is prevented largely by the physical absence of suitable sites and by a general lack of co-operation from borough councils.

An example of what can be

done on a small site is Westminster's joint venture with developer R. P. Taylor and architect Jeremy Dixon in the Vale. What looks externally like five handsome detached houses is actually five blocks of seven flats each, built to sell at £17,500 to £18,500. The council loses nothing, the developer makes a slim profit and the main benefits go to the buyers, all council tenants.

On Saturday, March 5 this year, 50 modernised flats went on sale in Liverpool's Toxteth district, at prices between £12,000 and £16,000. By the end of the day they had all gone.

The site was bought from the council by Barratt's northern subsidiary, and the company intends to invest £5m in renovating 220 flats and building 120 new ones.

Barratt's outspoken founder and chairman, Sir Lawrie Barratt, makes no claims to altruism or a social conscience. The development, Minister Court, is a good business proposition, he insists, based on his company's difficulties in getting green field sites and the low price he paid Liverpool Council for the semi-derelict estate they were actually demolishing when he offered to buy it.

The price was about £250,000, which would have bought Barratt's no more than three or four acres of prime building land elsewhere, probably with planning permission for no more than 15 houses per acre.

Since May, however, a return to power by Labour in Liverpool (it was the Liberals who said Minister Court), means this master may be the last for a while.

Across the Mersey, at Birkenhead, Leech Homes are co-operating with local church leaders to try to re-create a community on an 18-acre clearance site. The idea is to provide homes for owner-occupation at weekly outgoings low enough for rehoused tenants to afford.

Operating jointly with Wirral Council, Leech is investing £5m with the council providing the land. Many of the units were sold before the showhouse was even opened.

Leech Homes is also in partnership with Newcastle Council, in buying and renovating for sale old council houses which the council cannot afford to

improve and building new blocks of flats in clearance sites near the city centre. Some plots have been sold also to private developers for improvement and sale in Hawick and Motherwell this year. But the numbers are limited. Government figures indicate that between April 1979 and September 1982, building for sale partnerships between local authorities, housing associations, new towns and private builders produced over 15,000 dwellings.

## Encouraging

This is very encouraging when it is considered that without this recent initiative those houses would simply not have been built at all. But as a proportion of what is a sensible rate of new housebuilding, more generally agreed to be about 250,000 a year, it is but a drop in the ocean.

One way of increasing that proportion has been put forward recently by Tom Baron, leader of the Voluntary House-builders' Study Group (to which Britain's top ten builders belong) and a former housing adviser to the Environment Secretary. It is, as is often the case with Mr. Baron, radical and uncompromising. He wants areas designated in most cities where demolition is considered the preferred solution.

In those areas, owners willing to move out should be given £10,000 interest-free loans towards the purchase of a new house, built in the immediate vicinity, subject to a condition that they should sell their existing house to a developer at its current value—with no entitlement to an improvement grant.

The housebuilder who sells his new house to such an owner-occupier must agree to take the old house in part exchange and must either demolish it and rebuild the site—or improve it without a grant for sale or rent.

On this basis, Mr. Baron envisages urban renewal taking place at five times the current rate of only about 20,000 demolitions a year. He does not see it as solving the broader housing land problems, but of helping to save and revive our cities.

Mira Bar-Hillel



## Builders competing for volume sales

FEW BOOKIES would require a photograph to identify the current winner in the race for first place in the 1983 private housebuilding stakes.

Way out in front is Barratt Developments, whose plan to build 18,000 houses this year leaves the old favourite, Wimpey Homes, with about 11,000, a poor second. A good furlong or two behind comes Tarmac with about half Wimpey's figures and behind the main pack of builders—Broseley, Bovis and Bryant among them—closely pursued.

Indeed, figures released by the National House-builders Council show that in 1982, of the 21,000 members on their register, just under 13,000 failed to build any homes at all.

Those NHBC-registered com-

panies building more than 500 homes totalled no more than 30 and of these only 15 are reckoned by the industry to be 1,000 houses.

While 20 years ago only Wimpey could justifiably call itself a national housebuilder, several new competitors—most vividly, Barratt Developments—have revolutionised the shape of the industry.

Last year, those 15 top com-

panies supplied 50,000 houses

out of a total market of about 130,000. Barratt's projected 18,000 compares with 14,000 built last year and it can safely be assumed that other builders will take disproportionately large slices of the total market at the expense of their competitors.

paiges along with the ability to hire the highest-quality professional and managerial talents.

According to Mr. Tom Baron, the often outspoken chairman of Christian Salvesen, the Lancashire-based housebuilder, it is the middle ranking builders who look weakest in the years to come.

The very small can cope with 50 per cent accounted for by land costs. And with prices now booming, under the pressure of competition for sites, at least in the prime locations, few volume builders believe they can survive with land stocks of less than three years' supply.

The remaining costs split between overheads of about 10 per cent, the use of showhouses taking up to 15 per cent and work-in-progress which absorbs the balance.

## Margins

Pressure on margins also favours the bigger builders. With the purchasing power to acquire the largest sites, the volume companies are able to reduce on-site costs. On a 30-home site, for example, these may average £2,000 per unit; but on a 100-home site, this price can fall to as little as £800.

Other advantages enjoyed by the volume builders include the muscle to sustain lengthy advertising and promotional cam-

paiges along with the ability to hire the highest-quality professional and managerial talents.

But they do have several strengths and avenues for expansion lurking in their bigger brothers. While Barratt, Wimpey and the other giants are certain to dominate the starter home sector (basic houses costing between £18,000 and £35,000), they are less in control of the more expensive sectors.

Higher prices for houses, ranging from £35,000 right up to £500,000, also give the mid-rankers more manoeuvrability in terms of tailoring their designs to individual customers' wishes while still maintaining profit margins.

Bovis Homes, whose 2,600 units projected for 1983 ranks it around the middle of the Top Ten, has set out to develop its trade-up sector with considerable success.

The company now sells just 15 per cent of its annual output to first-time buyers and its average house is a four-bedroom detached selling at about £45,000, on sites of densities of about 20 to 25.

## Confident

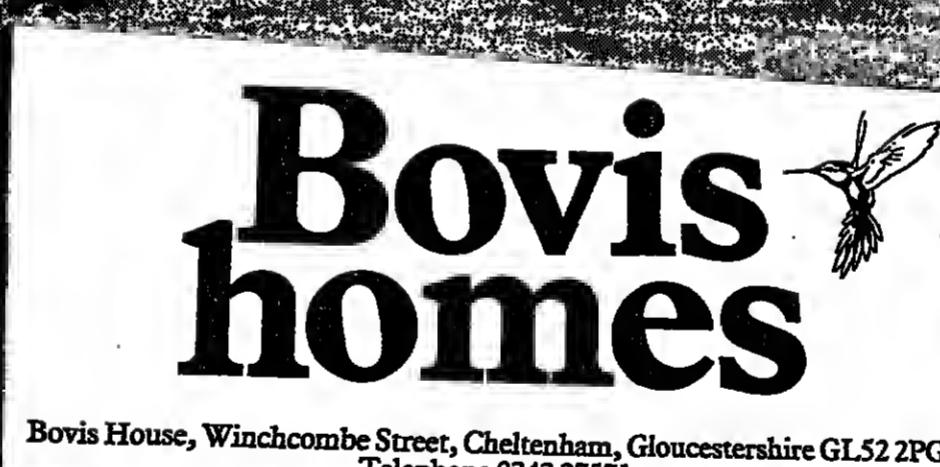
"The market for very high-density land was intense with our larger competitors always prepared to pay higher prices," says Mr. Philip Warner, Bovis Homes' chief executive. "We now take the view that while the bottom end of the market may slacken off, we are confident we will pick up further."

Other companies such as Bellway have tackled the giants by co-operating with county councils such as providing cookers and fridges or paying removal expenses and stamp duty by minimising marketing and promotional costs and offering the saving back to buyers with larger square footages per unit.

McInerney Homes the house-building arm of the Irish construction company, has chosen another route, finding more than 75 per cent of its market in joint ventures with local authorities and other landowners and so saving on the costs of buying land.

But the greater flexibility enjoyed by the smaller companies, and their ability to dodge out of the market when or if demand slackens is their greatest asset. For Wimpey and for Barratt, the carnival of fast-moving television advertising and a bottomless bag of marketing tricks, must remain the way to stay ahead.

Ivo Dawnay



## The facts behind the image

Bovis Homes expects to complete over 2,600 private house sales in the United Kingdom this year, an increase of 27% over 1982.

The Company has well over 100 projects up and down the country from prestigious "Embassy" suites at Glencairn priced at £275,000 to one bedroom starter homes in Truro at £18,000 and a strong and growing stake in all the lucrative Home Counties.

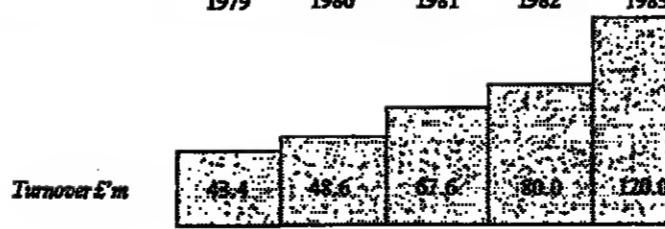
While many other major house builders have been trading down the market to maintain sales, Bovis

Homes have concentrated on improving the product to attract the purchaser wishing to buy something better. Our results prove that we have succeeded.

According to stockbrokers Laing and Crickshank, Bovis Homes\* lies fifth by size in the private house building league table but have shown the highest percentage trading margins of the top five over the last 3 years reported.

\*Laing and Crickshank - Private House Building Survey November 1982.

1979 1980 1981 1982 Est 1983



Growth has not been limited to the United Kingdom. Bovis/Brunning Homes is now building in Atlanta, Georgia and San Antonio, Texas and starts are planned in several other major U.S. cities.



## UK HOUSEBUILDING IV

The increase in owner-occupation has created a new type of demand, as Mira Bar-Hillel reports

## Starter and sheltered homes in full swing

**A little bit different  
a great deal better**

**Bryant  
Homes**

**Raising the Standard**

021 704 5111  
0734 77 5111

**IN TEN years' time, sociologists and statisticians both now tell us, there may be as many as 6m people living on their own in Britain—three times as many as in the early 1960s. There will also be at least 5m people aged 65 or over—compared with only 5.5m in the early 1970s.**

**Even allowing for considerable overlap in these two figures, the inescapable conclusion must be that with an ever-increasing number of householders in the not-too-distant future coming into the live-alone category, special provisions must be made. It is not escaping Britain's builders either.**

**There can be no doubt that the most notable innovation in the private residential market over the past few years has been the small dwelling, built for two people, and even more recently for one. The trend began at least ten years ago but got into high gear in conjunction with the increasing popularity of owner-occupation and the special measures taken on behalf of, and for the encouragement of, first-time buyers.**

**Special Government schemes and grants (however insignificant financially), and allocations set aside by building societies, all helped nurture the existing inclination of growing numbers of people to own the roof over their heads.**

**On the other side of the coin was the drastic decline suffered by the public sector. Ironically, after decades of building almost exclusively family-sized accom-**

**modation, just when the public sector was beginning to wake up to the needs of young singles or childless couples, unable to afford a home yet often desperate to leave a parent's home for personal or economic or work reasons, the axe began to fall.**

**In a process that began under Labour, housing budgets were halved, then halved again. And although new estates, when and where they are still built, almost invariably now have a sounder mix of different sizes of dwellings than they did in the past, there seems little hope of the public sector ever recovering sufficiently to close the gap and cater to this seemingly insatiable demand.**

### Priority

**The same problem is hitting those at the other end of the market—the elderly. Although Government policy is to give special housing a priority at this time of cuts (and this includes the disabled as well) there is simply not enough money available.**

**Private builders have been increasingly aware of these shortfalls in the market. The first moves were cautious, as careful sounding out was felt to be necessary for builders moving away from their traditional products and markets for the first time. In the beginning there were "starter homes".**

**The idea behind these was to offer a basic, affordable, no-frills house, normally with one bedroom but with "possibilities".**

**This normally meant an**

### COMPOSITION OF PUBLIC SECTOR STARTS

	1974	1976	1978	1980	1982
Local authorities	82	73	71	62	63
New Towns	5	9	9	12	4
Housing associations	8	17	19	26	33
Total Public (incl. govt. dep'ts.)	100	100	100	100	100

Source: House Builders Federation.

**ladder, selling the cheap and cheerful home to another first-timer anxious to get on the bottom rung.**

**It is interesting to note that while the single bedroom and furnished bedsit concepts were pioneered by Britain's leading housebuilders (with Barratt in the lead and Wimpey in hot pursuit), the most innovative ideas in sheltered housing for the elderly have come from small, specialist companies, with one name standing out: McCarthy & Stone. The New Milton, Hants based company has broken away from the past not only in concentrating on this market exclusively, but in taking over the supervision and care function from the local authority.**

**Encouraged by the good response and brisk sales, builders felt able to diversify further. In the last three years the private housing market probably has experienced more new ideas than in the previous 30.**

**In 1981, 35 companies were designing and building homes specifically for single use, and had completed a total of 1,035. Only a year later the number of companies interested in this line had almost doubled to 65 and almost 2,000 had almost trebled to 5,500.**

**Single householders, on the whole, are young, active, mobile and in work. They will want the "living machine" concept for their housing, especially as it enables them to acquire the washer-dryer, fridge, cooker and the rest as part of the mortgage.**

**The other side of the coin inevitably is that the resale value of these homes is lower than their owners sometimes expect.**

**In any event, they should, after a few years, be earning enough to move up the housing**

**Having built about 1,000 units on 20 sites since 1978, the company launched a nationwide network earlier this year, planning to invest £100m over the next two years, which it is hoped will provide at least 1,000 jobs. Prices of these homes range between £20,000 and £30,000.**

**But the most important breakthrough is the company's success in effectively "privatising" their schemes, on the side of the elderly. These achievements can be measured two ways: first, the new-care scheme is entirely self-financing (in fact it is profitable), so that even failure of the parent company would not leave residents abandoned. Second, some local social services departments have taken an interest in the McCarthy and Stone way of doing what traditionally has been their job.**

### Trading down

Mr John McCarthy, chairman and managing director, trading down his market well before going into it. He says there are more than 4m elderly owner-occupiers living in Britain, and at least a quarter of them should be interested in "trading down" to easily managed, safe and supervised accommodation, leaving them in most cases with a cash surplus as well.

Many of them, he says, are particularly interested if they could move "into a few steps of their existing homes, and if the new accommodation did not smack of an institution.

With all this in mind, the McCarthy and Stone formula is set for a major expansion. At the Rolls-Royce end of the market, the English Courtyard Association has beautifully-designed courtyard homes, based on the almshouse idea, at prices between £40,000 and £80,000. The fact that they are sold as fast as they are built could indicate that they are bought for—rather than by—parents, as investments.

## End of low-cost mortgages

**THE REAL COST of financing the purchase of a home has been higher this year than in any other period since the building societies came together as a force in the 1930s.**

**Nominal interest rates may have fallen from a peak of 15 per cent in 1981 to only 10 per cent by last December, but inflation fell at an even faster rate.**

**For most of the 1970s, the building societies' recommended interest rate on mortgages was less than the rate of inflation. When tax relief was taken into account, the "cost" of borrowing was absurdly low. In 1975, even a basic-rate taxpayer was paying for his mortgage at a negative real interest rate of over 15 per cent.**

**But in June of this year, with inflation at a 15-year low of 3.7 per cent, the Building Societies Association decided in the aftermath of the election to raise their recommended rate to 11.25 per cent.**

**In fact, the RSA-recommended rate is misleading. For larger loans, and recently this has sometimes meant as little as £20,000, a higher rate is charged. Moreover, the RSA is exempt from the restrictions of the Consumer Credit Act which normally obliges mortgagees to quote an annual percentage rate designed to take into account the compounding effect.**

**A borrower in the second half of his (repayment) mortgage term is effectively paying interest at a rate 2 or 3 per cent higher than the official rate.**

**Yet most British people continue to hold on to the deeply-ingrained belief that it makes sound financial sense to leap on to the housing ladder as soon as possible and take the maximum possible mortgage that a bank or building society is prepared to give. The only constraint on most remains that of cash flow.**

**In June, the Building Societies Association published a survey showing that the demand for owner-occupation as the preferred form of tenure has risen steeply over the last eight years. Of the 2,500 adults questioned, 78 per cent said they expected to own their homes within the next 10 years and a similar percentage said owner-occupation would be their preferred form of tenure in two years' time.**

**This explains the embarrassing long mortgage queues, with up to six months' wait this summer, although borrowers face a real interest rate, even after basic-rate tax relief, of nearly 4 per cent.**

**Because nominal interest rates had fallen, potential home purchasers realised that the monthly outgoings required to meet a mortgage commitment would be less in the immediate future.**

**Fuelled by this popular perception, the housing market began to stir last autumn after nearly two years in the doldrums. House prices this year are expected to rise by an average of between 10 and 14 per cent.**

**Inevitably, the surfeit of mortgage funds in 1981-82, when the building societies and banks were eager to offer 100 per cent-plus mortgages to all comers turned into a famine.**

**In what must count as one of the worst examples of corpo-**

**rate financial planning in recent times, the four main clearing banks, which had muscled in on the mortgage market two years previously, discovered that they had overextended themselves, and too many mortgages were causing their debt profiles to appear less and less healthy.**

**During the spring months, all four cut back their new mortgage lending dramatically and Lloyd's, the first bank to enter the market in force, turned the taps off completely.**

**As the quest for mortgages lengthened outside the doors of the building societies, the competition between them for new funds for investors intensified. Many smaller societies started offering investors higher rates than those stipulated by the BSA.**

### Tactics

**Since interest rates were officially raised by the BSA in June, the pressure on building societies to raise funds has eased. But the tactics of some of the smaller societies left a feeling of grievance among the larger ones and was perhaps the main factor behind the decision of Abbey National, the second-largest building society, to announce it was leaving the interest rate setting cartel earlier this month.**

**The longer-term consequences of a break-up of the cartel are difficult to predict. But it is likely to result in mortgage rates staying closer to the market clearing rate.**

**But if inflation remains low throughout the rest of this decade, there could be a change in the popular attitude towards housing finance.**

**Taking out large mortgages has acquired such a good reputation over the last 20 years partly because the burden of the debt repayment has seemed to grow rapidly lighter in the early years of the mortgage term, thanks to inflation.**

**But over the next few years, those who borrow may gradually come to realise that this pattern is not going to be repeated. Such are the costs of low inflation.**

**Lower inflation and lower nominal, but higher real, rates of interest have a further effect. Tax relief is granted in proportion to the nominal interest paid, not the real interest. In the good old, inflationary days this meant merely that the tax man was increasing an already hefty subsidy that building societies were giving to borrowers.**

**But lower nominal interest rates in the 1980s will mean less subsidy from the Inland Revenue. Moreover, the weight of opinion among economists, and to a lesser extent among politicians, has now moved against a further raising of the £20,000 limit on the tax relief on mortgages.**

**Such a limit was introduced by the Labour Government in 1974, at £25,000. If that figure had been raised in line with inflation, today it would stand at over £30,000.**

**A future Labour or Alliance government is likely to introduce an even more restrictive policy, limiting the tax relief to the basic rate, or even abolishing it.**

Clive Wolman

**GasWarm Homes. It's the name that says you'll feel much more comfortably off.**

<img alt="A series of six cartoon illustrations showing various characters in different domestic settings. 1. MR & MRS COMFORT: A couple sitting on a sofa. 2. MR & MRS YOUNG: A couple in a kitchen. 3. THE BROTHERS SNUG: Two brothers in a living room. 4. MR ECONOMY: A man at a computer. 5. MR PLenty: A man with a full stomach. 6. MR CONTROLABILITY: A man with a gas cooker. 7. MR HOT WATER: A man with a hot water tank. 8. MR VALUE: A man with a gas bill. 9. A hand holding a GasWarm Homes logo. 10. A hand holding a gas cylinder with a flame coming out of it. 11. A hand holding a gas cylinder with a flame coming out of it. 12. A hand holding a gas cylinder with a flame coming out of it. 13. A hand holding a gas cylinder with a flame coming out of it. 14. A hand holding a gas cylinder with a flame coming out of it. 15. A hand holding a gas cylinder with a flame coming out of it. 16. A hand holding a gas cylinder with a flame coming out of it. 17. 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## UK HOUSEBUILDING VI

## Barratt customers very demanding. We're happy to say

The houses Barratt build today for our customers  
houses built as little as 10 years ago.

For two very good reasons.

First, building techniques and materials have improved significantly. Today's new houses are more spacious, better finished, safer, cheaper to run and more soundly constructed than ever before.

Secondly, people now expect more from the houses they buy. Barratt researches those expectations and satisfies them, ahead of demand.

That's why Barratt is Britain's largest private housebuilder, with a reputation for building houses of the highest quality and offering Britain's widest range of unique, helpful purchase plans.

Barratt is building houses from as little as £12,000 to over £600,000.

Houses for first-time buyers and houses with a level of appointment that includes multiple bathrooms, kitchens equipped with the latest technology, saunas, jacuzzis and even swimming pools.

As people demand more from their houses, Barratt gives them more. Not just in the future.

After all, some of our smallest customers are going to be some of our biggest customers one day.

**Barratt**

## FEDERATED HOMES

### BUILDING TODAY FOR TOMORROW



For over 25 years Federated Homes has had experience in providing new homes - homes for young couples, first time buyers and existing home owners. The houses it builds are specially designed to give all the convenience of modern living at realistic prices. And, when buying a Federated Home, you can be sure of being given maximum assistance through one of the many tailor-made schemes that are operated with building societies and banks.

Our policy is to give special care to the

siting of our developments and the environment we create. Where possible, the natural habitat is left untouched. When this cannot be done, as part of our overall concern for the environment, we restore the affected areas to their former beauty.

As an independent company dedicated to providing new homes for today's needs, Federated Homes combines a team of highly experienced architects, surveyors, builders and landscape designers to conceive and create the homes for today's generation.

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The NHBC continues to improve its rules and specifications

## Watch on building standards

OCR HOMES are the most expensive purchase most of us ever make. Yet, while most consumer durables, such as cars, washing machines, refrigerators and so on, have been sold with some form of guarantee, for decades, until less than 20 years ago most housebuyers could expect no protection—other than through the courts—for even the worst defects in their own house.

Some housing standards are laid down by the Building Regulations, legally enforced by local authority building control officers. And yet, in the mid-1960s, the incidence of defects in the products of the "spec" builders was such that there were three major Parliamentary debates on the issue within one 18-month period. The bulk of informed opinion at that time was that houses built by contractors for local authorities were better.

The fact that this has now been virtually reversed can be largely attributed to the activities of one organisation: the National House-Building Council (NHBC). Non-political, non-profit making and, importantly, not "in the builder's pocket" the council is a unique example of a regulatory body imposed by an industry upon itself for the benefit of its consumers.

Founded in 1936 as the Housing Improvement Association, the council's aims from the start were to try and improve design, workmanship and materials in private sector housing. Its members even then offered a two-year warranty, but they numbered only a few hundred. The war years prevented much development until the early 1950s, and even after that progress was slow as the NHBC remained a voluntary register, and most builders resisted the idea not only of having restrictions and inspections—but also paying for the privilege.

### Debates

By 1963 only 26 per cent of private sector housing was covered; it took the housebuilding boom and those three Parliamentary debates to finally change things in 1966. In that year, all-party support was given to the council, which in turn introduced a ten-year warranty against structural defects and extended the cover to cases where builders (if registered) went bankrupt or defaulted in any other way.

But by far the most significant step was the recommendation issued by the Minister of Housing and the Building Societies Association, that no mortgages should be advanced for newly-built homes unless they were covered by the NHBC Certificate and warranty. By 1968, the proportion of houses in the private sector covered by NHBC rose to 70 per cent.

In the same year, comprehensive new technical requirements were introduced, in addition to the statutory Building Regulations. The NHBC's constitution was redrawn to take account of its extended role, and it was agreed that its chairman from then should be appointed by the Housing Minister.

By the end of the decade, and as building societies increasingly adopted the recommendation of their association, 98 per cent of private houses were being issued with NHBC certificates on completion. Similar committees were set up for Scotland and Northern Ireland, and NHBC itself broadened its scope in the furtherance of its scope.

The work to improve housing standards continues. Based on the feedback of information, analysis of past defects and purchasers' comments and complaints, the technical requirements for the NHBC certificate continued to rise. The council is also well aware of the gap which exists between specification and realization; it produced detailed codes for defects which are easily understood and, as part of a general battle against substandard work, revised and simplified its own insurance scheme to make the documentation easier to read as well.

NHBC standards are made by a series of committees and include architects, surveyors, representatives of building societies, consumer interests, health authorities, materials producers, also Government observers—the Law Society. And although builders are the largest single group, they account for no more than a third of council or committee members. This ensures that while their views are always heard, they cannot actually veto improvements on their product agreed by all other parties.

The improvements NHBC claims for its certified homes come under six main categories.

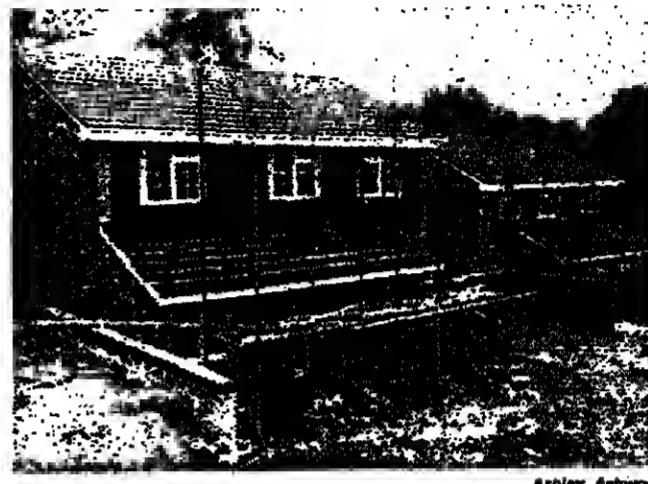
**Safety:** Most accidents happen in the home than anywhere else. The NHBC requires items such as two-way light switches to all stairs; handrails to external steps and pathways; if steep minimum wall boarding in stairs, gate for access, and bathroom and cloakroom doors which can be opened from the outside in emergencies.

**Foundations:** The most serious and expensive problem private housing had been plagued with was inadequate foundations. Instead of going by "feel" or "rule of thumb," NHBC adopted a scientific approach; it requires

### NUMBER OF BUILDERS (BY BUILDING ACTIVITY)

	0 units	1-10 units	11-50 units	51-100 units	101-500 units	501+ units	Total No. of builders on NHBC Register
1977	12,940	7,443	1,025	382	184	32	21,522
1978	10,788	7,597	1,114	409	163	30	20,302
1979	11,506	7,266	1,013	363	144	25	20,302
1980	12,327	6,945	688	228	101	24	20,574
1981	12,487	7,049	743	261	119	24	20,574
1982	12,971	6,907	833	320	122	30	21,522

Source: NHBC.



Above: houses at Seal, Kent, in the £75,000 to £90,000 range. Below: development of one-bed flats for the elderly at Bournemouth which includes a residents' lounge and warden's accommodation



In 1979—before the campaign began—fewer than half of new house buyers said they would recommend their builder to a friend. This year, among Pride in the Job winners' customers, that figure was 90 per cent and overall it had improved to 56 per cent. According to Sir Peter Trench, NHBC chairman, the incidence of major defects in new houses has been reduced by over 40 per cent in the past 10 years.

In view of the role played by NHBC in the housebuilding sector and its increasing success in raising standards and protecting buyers, Government Ministers came under pressure in the late 1970s to give the council powers to certify houses for the purpose of building control, a function regulated by statute and previously the sole preserve of local authority officers. A famous legal case, *Anns v Merton*, gave them added ammunition.

In the *Anns* case, a private block of flats suffered serious subsidence and cracking many years after its completion. A structural survey revealed that the foundations were inadequate and did not comply with the regulations. As all the other parties were not available for litigation, the residents sued the local authority which had inspected the foundations.

### Precedent

The case went all the way to the Law Lords who set a precedent which has since caused concern to all the building professionals. They decided that the period of limitation on liability for "latent defects," that is, defects which appear long after the completion of a building, should run for six years from the time the defects are discovered. This amounts to virtually open-ended liability.

When Michael Rendall became Environment Secretary in 1979, this liability, which he saw as hanging over local authorities, was a cause for concern. In addition, he and his colleagues were extremely interested in promoting privatization of public services. The combination of these two factors resulted in a speech he made in November 1979 (at an NHBC annual luncheon) announcing his intention, among other things, to introduce some privatization into building control, with private housebuilding the natural candidate for early implementation through the council.

Since then, the entire process has been slowed down by mainly legal complications in drafting the legislation, very few of which have anything to do with private housebuilding. However, a Bill is currently going through Parliament which will allow private certification for housebuilding, perhaps before the end of this year.

Mira Bar-Hillel

**Running and maintenance:** Surveys among homeowners provided NHBC with a list of improvements according to personal preferences. In addition, items are now included as standard which would be much more difficult or expensive to add later.

**Damp prevention:** More stringent damp-proof courses are required for split-level houses, parapet walls and chimneys, and the NHBC has stipulated minimum standards of work for flat roofs. Both increased falls and vapour barriers are required to prevent condensation.

In addition, joinery timber which is present in large quantities even in "traditional" terms and old construction must be treated with preservative against wet rot.

**Finishes:** Although constantly trying to improve on-site practice and craftsmanship, NHBC is aware that standards do vary, and the drying-out of building materials can cause superficial damage. Provisions are specified to alleviate the problem.

**Energy savings:** The Building Regulations lay down thermal standards for roofs and walls, but an increasing number of new houses, especially those with timber frames, have much higher insulation standards.

### Training

Apart from formal specifications, NHBC is also trying to raise building standards by improving the morale, training and conditions of site workers.

In 1980 it launched its Pride in the Job campaign, selecting the 100 best sites—site super-visors—every year from the full range of building companies.

Since the campaign receives publicity outside the building industry, it is helping change the consumer's perception of builders. In surveys conducted



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